

## 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.



## More Exciting Technology To Come

### Our field service team will need to revisit your store to:

- Replace your vending terminal with your new Win 30 terminal
- Install your new Carmannah jackpot board
- Install a customer display unit (For non-player advertising display retailers)

## 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!

|      |                    |      |
|------|--------------------|------|
| \$20 | Lucky 7 Deluxe     | 7299 |
| \$10 | Lucky 7 Multiplier | 7298 |
| \$5  | Lucky 7 Tripler    | 7297 |
| \$3  | MS Project         | 7300 |
| \$2  | Lucky 7 Doubler    | 7296 |
| \$1  | Lucky 7            | 7295 |

| Price | Name                              | Game# |
|-------|-----------------------------------|-------|
| \$30  | Ultimate Millions                 | 264   |
|       | \$5 Million Jackpot               | 253   |
|       | \$10 Million Cash Bonanza         | 959   |
| \$20  | 100X                              | 269   |
|       | Illinois Millions                 | 260   |
| \$10  | Black Ticket                      | 289   |
|       | \$250,000 Crossword               | 178   |
|       | \$250,000,000 Cash Spectacular    | 893   |
|       | \$30 Million Cash Extreme!        | 280   |
|       | Emerald 10s                       | 288   |
|       | Break the Bank (Gigantix)         | 251   |
| \$5   | Big Win                           | 287   |
|       | Wave of \$500's                   | 278   |
|       | 25X                               | 267   |
|       | Crossword                         | 254   |
|       | Black Ice 7's                     | 222   |
|       | Bingo                             | 229   |
|       | Amethyst 7's                      | 259   |
|       | Diamond Mine 9x                   | 263   |
| \$3   | Red Ribbon Cash                   | 249   |
|       | Crossword                         | 228   |
|       | Bingo                             | 223   |
|       | Carolyn Adams Ticket for the Cure | 273   |
|       | Super 7's                         | 282   |
| \$2   | Double Your Luck                  | 257   |
|       | Fireball 5X                       | 262   |
|       | 10 Years of Cash                  | 286   |
|       | 10X                               | 266   |
|       | \$100 Frenzy                      | 240   |
|       | Hot \$1,000's                     | 281   |
| \$1   | 10 Years of Cash                  | 285   |
|       | 5X                                | 265   |
|       | 7-11-21                           | 252   |
|       | \$50 Frenzy                       | 239   |

## Winning Retail Location



Harvey resident Federico V. won \$50,000 after he purchased a Powerball Ticket at Ken's Marketplace, a liquor store in Harvey. He plans to use his windfall to take a trip to Mexico. Congratulations to Ken's Marketplace!

Your store could be featured next!

## Responsible Play

March is Problem Gambling Awareness Month. Did you know that problem gambling:

- Impacts adults of all ages?
- Affects between 1–3% of adults in the U.S.?
- Often begins in adolescence for men and between ages 20–40 for women?

What are some behaviors that suggest a player may have a problem?

- Seems overly preoccupied with gambling;
- Appears restless and irritable;
- Rushes to purchase more tickets after losing; or
- Lies about his or her gambling.

If a player needs help, direct them to the 1-800-GAMBLER helpline for support.

## Helpful ADA Information

### Shelves and Maneuvering Space

The ADA requires businesses to take the steps necessary to effectively communicate with customers who have vision, hearing and speech disabilities.

- Stores must provide an accessible route to shelves and displays.
- A 36" wide accessible route is needed with slightly larger space around corners.
- If maneuvering space is too narrow, the space should be widened if readily achievable.
- Staff should be available to assist customers who may have difficulty reaching, viewing items.

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.

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 or visit [illinoislottery.com](http://illinoislottery.com).

The Lottery

# LOWDOWN

March 2019



# Get scratchin'

## March instant sales are looking lucky







# New Instant Tickets

Be sure to activate the new instant games launching March 7th  
Tell your players about the new March instant tickets coming this month!

The LUCKY 7s Family of Instant Tickets is here! The Multiplier tickets were some of the best performing games in 2018, and the Lucky 7s version is going to be even better!

Players will love the bright and bold group of Lucky 7s tickets that offer a chance to win up to \$1,777,777! Prizes can be multiplied by 2x, 3x, 7x and even 20x. All tickets have a bonus spot where players can win between \$5 and \$100 instantly! These luck-themed tickets are the perfect way to celebrate St. Patrick's Day, offering players a chance to try their luck. They also provide a great complement to longer games, such as Crossword and Bingo.

\$1



**Lucky 7 #7295**  
**Top Prize: \$7,777**

**Game Highlights:**

- Win up to \$7,777!
- \$5 instant win bonus spot.
- 5 chances to win!

\$2



**Lucky 7 Doubler #7296**  
**Top Prize: \$17,777**

**Game Highlights:**

- Win up to \$17,777!
- Find the "77" symbol, win DOUBLE the prize shown.
- \$10 instant win bonus spot.
- 11 chances to win!

\$5



**Lucky 7 Tripler #7297**  
**Top Prize: \$77,777**

**Game Highlights:**

- Win up to \$77,777!
- Win DOUBLE or TRIPLE the prize shown.
- \$25 instant win bonus spot.
- 16 chances to win!

\$10



**Lucky 7 Multiplier #7298**  
**Top Prize: \$777,777**

**Game Highlights:**

- Win up to \$777,777!
- Win 2X, 3X or 7X the prize shown.
- \$50 instant win bonus spot.
- Find a "HORSESHOE" symbol, win ALL 20 prizes shown.
- 21 chances to win!

\$20



**Lucky 7 Deluxe #7299**  
**Top Prize: \$1,777,777**

**Game Highlights:**

- Win up to \$1,777,777!
- Win 2X, 3X, 7X or 20X the prize shown.
- \$100 instant win bonus spot.
- Find a "HORSESHOE" symbol, win ALL 25 prizes shown.
- 26 chances to win!

## Media Support Plan



POS



Radio



TV



Digital



Social



OOH

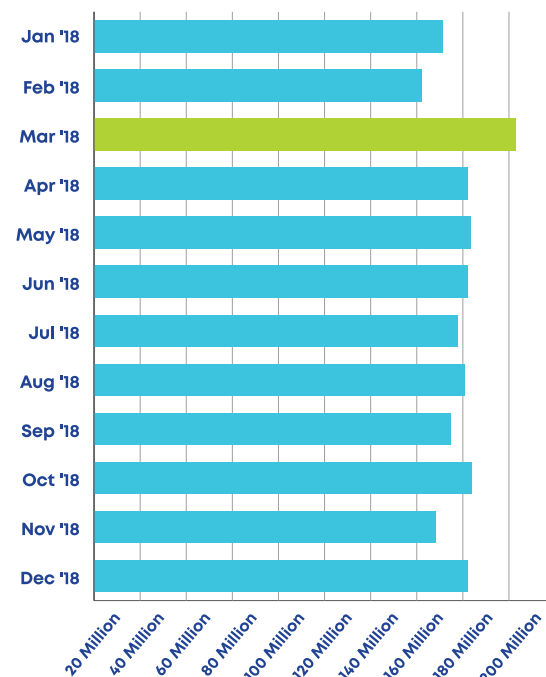
Campaigns cover all of Illinois

Encourage customers to get scratchin' and try their luck on the NEW Lucky 7s Instant Tickets—the newest family of tickets with a top prize of \$1,777,777! Media support will span across a variety of platforms to ensure your customers are aware of this exciting new game.

# DID YOU KNOW?

March means more money for you!  
Instant ticket sales will be highest this month.

## CY 2018 Instant Ticket Sales



When it comes to instant ticket sales, March comes out on top! This is a hot month for consumers to redeem their instant ticket winnings. High instant ticket sales means more opportunities for you to earn bonuses! To prepare, be sure that POS is visible and instant tickets are fully stocked.

# Play with purpose

Win up to \$50,000 with the MS Project Instant Ticket. 100% of proceeds help fight multiple sclerosis in Illinois. Over \$8 million has been raised so far.



**Women**  
MS is two to three times more common in women than men.

10,000

The number of new cases diagnosed every year in the United States.



# Point of Sale | March Instant Tickets

Show customers that today could be their lucky day with new Lucky 7s POS. This new POS will remind customers to get scratchin' before someone else does! Make sure your POS is up to date and placed correctly to maximize sales. And don't forget to tell players about the new Lucky 7s Instant Tickets!



Vertical Counter



Horizontal Counter



Power Tower



Door Decal



Counter Decal



Wobbler



Win 30 Vending Wobbler & Decal

## 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**

24.76"W × 18.12"D × 39.17"H  
(36 Bins—6 × 6)



### LOTTERY TERMINAL SURROUND

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

**DIMENSIONS**  
22.01"W × 15.24"D × 23.56"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**

6.09"W × 14.81"D × 30.43"H



### WINNER AWARENESS BOARD

- Promote winning instant tickets in your store
- Two sizes available
- Magnetized disks promote prize amounts
- Interchangeable point of sale

**DIMENSIONS**  
22.24"W × 0.69"D × 26.60"H



### JACKPOT SIGN CROWN - IN-STORE SIGN

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

**DIMENSIONS**

37.01"W × 3.30"D × 24"H



### ILLINOIS LOTTERY WINDOW SIGN

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

**DIMENSIONS**  
16.97"W × 1.45"D × 19.45"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**

19.69"W × 21.39"D × 67.94"H



### CHECK-A-TICKET UNIT

**DIMENSIONS**

10.73"W × 10.63"D × 19.27"H



### PLAY SLIP HOLDER

**DIMENSIONS**

10.73"W × 10.63"D × 19.47"H

## NEXT STEPS

1. Review the 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.