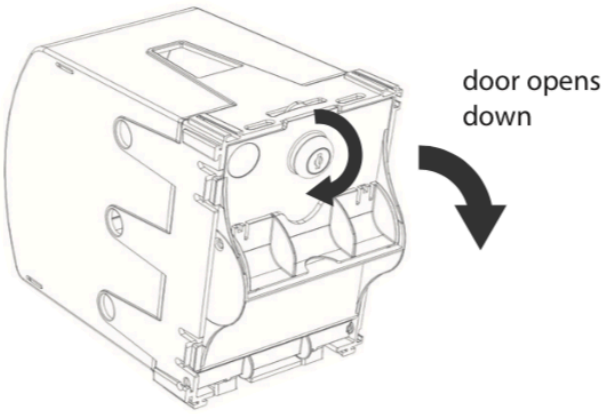
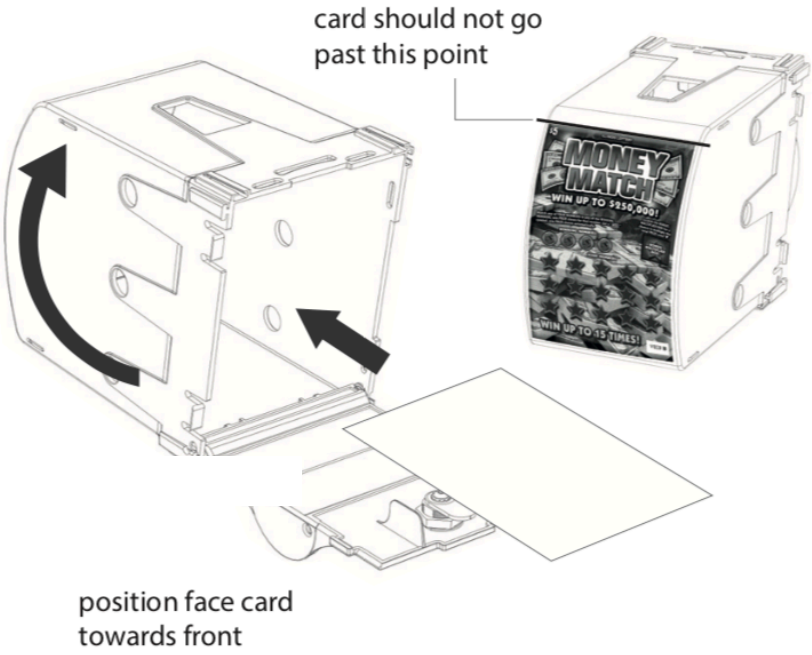
HOW TO LOAD YOUR MAXIMUM SALES DRIVER DISPLAY

Follow the instructions below on how to load tickets into the Maximum Sales Driver display.

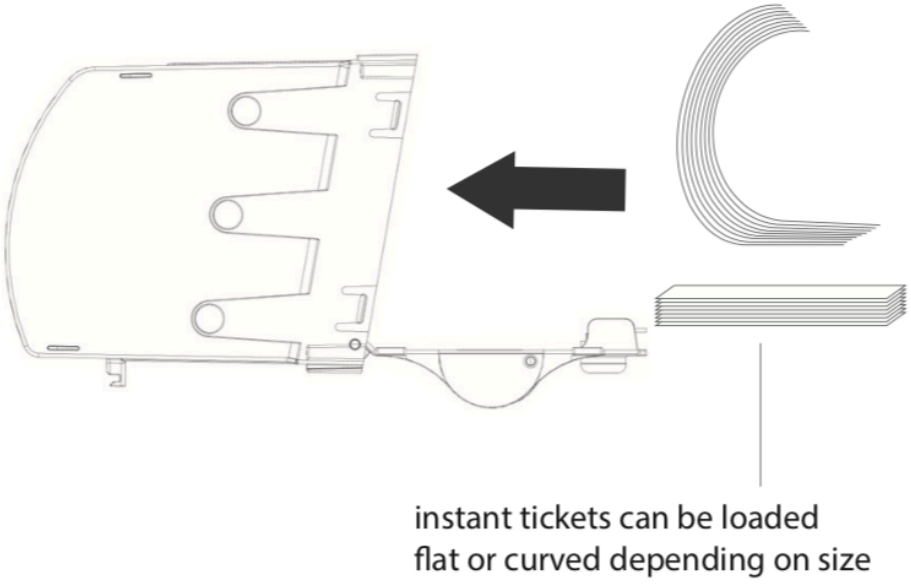
1 **Unlock at the back of the dispenser.**



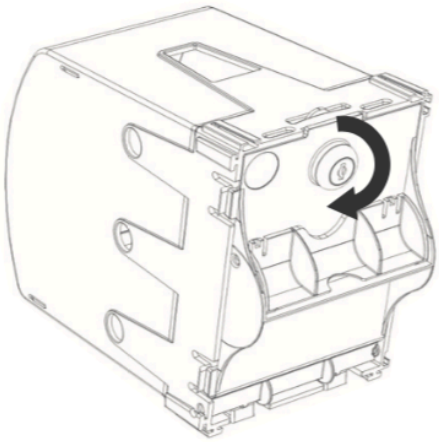
2 **Place card(s) facing towards the front of the dispenser ensuring the justifier is full.**



3 **Load remaining ticket pack into the dispenser.**



4 **Secure by locking the back of the dispenser.**



After Care – Turn power off. Clean with warm, soapy water and a damp cloth. DO NOT use solvents.

Contact your Lottery Sales Representative if you need additional support.

INTRODUCING THE NEW PERMANENT POINT OF SALE TO YOUR STORE

Now that the new Permanent Point of Sale equipment from the Illinois Lottery has been installed in your store, we want to ensure you receive the best sales return for your business. Below are some simple steps to help grow your Lottery business:

Maximum Sales Driver Display

Please follow the instructions on the front of this handout on how to load tickets into the Maximum Sales Driver display. This will ensure your display is fully merchandised and ready to maximize your instant ticket sales.

- Ensure all instant tickets are placed in the justifier at the face of each dispenser.
- Load the Instant Tickets from top to bottom in the Maximum Sales Driver with the highest price tickets in the top bins to the lowest priced tickets being placed in the bottom bins.
- Ensure the Maximum Sales Driver is full with Instant tickets at all price points and across all games.

Mini Jackpot Communicator

- The mini Jackpot Communicator will be placed on top, on the left side, or on the right side of the Maximum Sales Driver.
- It will display the Jackpot amounts for Mega Millions, Lotto and Powerball.
- Ensure the Jackpot communicator is always powered on & displaying the correct Jackpots.

Playslip Holders

- Ensure the supplied pens are affixed to the playslip unit.
- Playslips should be available for all games including Mega Millions, Powerball, Pick 3, Pick 4, Lucky Day Lotto and Lotto.
- For playslip holders that include a ticket checker terminal, ensure the Genion is powered on and reading Instant tickets and Draw based games.

Support

Your Lottery Sales Representative is here to support you in this exciting experience. They will be providing additional point of sale materials to enhance the new equipment. Please reach out to them if you need additional assistance. Thank you for your support & patience during the installation of our new Permanent Point of Sale in your store.