

ACTIVATE NEW GAMES TO MAXIMIZE EARNINGS!

MONTHLY INSTANT TICKET ACTIVATION GUIDE FOR NEW GAMES

- 1 Plan to receive new games on the Friday before launch.
- 2 Remove the older games based on the current planogram.
- 3 Store the partial game books in a secure location until your LSR can pick them up.
- 4 Activate new games upon receipt and place them out for sale.
- 5 Sell the new games on the launch date.

DELAYED GAME ACTIVATION CAN COST YOU \$80 A DAY IN LOST SALES!

NEW INSTANT GAME ACTIVATION TIMELINE

New Ticket Launch (Month)	Tickets Arrive By Date	Activate By
September 2020	August 28	September 1
October 2020	October 2	October 6
November 2020	October 30	November 3
December 2020	November 27	December 1
January 2021	January 1	January 5
February 2021	January 29	February 2
March 2021	February 26	March 2
April 2021	April 2	April 6
May 2021	April 30	May 4
June 2021	May 28	June 1
July 2021	July 2	July 6

ILLINOIS IS FULL OF WINNERS™

