NOVEMBER

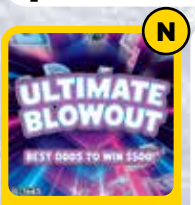
Bin Enhancement Tool

N New Tickets

C Core Tickets

Display tickets in the order shown below

$50



N

1 7683



2 7575



3 7611

$30



1 7670



2 7653

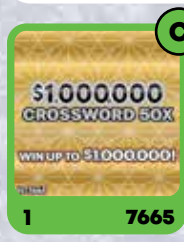


3 7623



4 7590

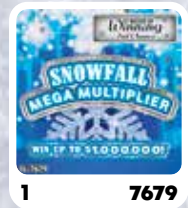
$25



C

1 7665

$20



1 7679



2 7668



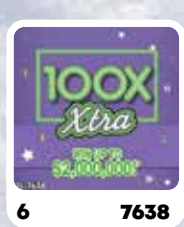
3 7673



4 7661

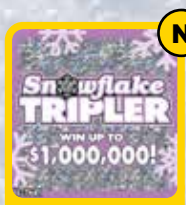


5 7657



6 7638

$10



N

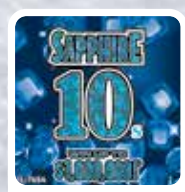
1 7681



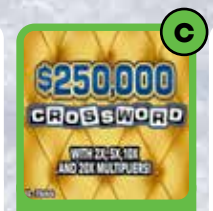
2 7678



3 7672



4 7654



C

5 7664



6 7660



7 7650



8 7637



9 7631



10 7646



11 7659

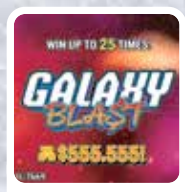
$5



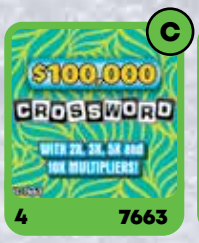
1 7677



2 7671



3 7669



C

4 7663



C

5 7658



6 7636



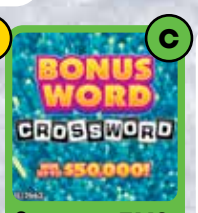
7 7601

$3



N

1 7680



C

2 7662



3 7651

$2



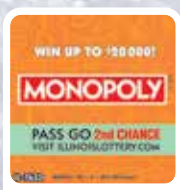
1 7676



2 7655



3 7635



4 7632

$1



C

1 7643/7682

2 7675

3 7647

4 7634

5 7642

NEW

ACTIVATE THE NEW NOVEMBER INSTANT TICKETS TODAY!

CORE

STAY STOCKED UP
on these player favorites to drive up Instant Ticket sales!

Be Smart, Gift 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.

Game odds available at **IllinoisLottery.com**

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BIN ENHANCEMENT

Optimal Ticket Selection

Step 1 | Clean Up
Cross reference your current Illinois Lottery tickets with the tickets listed on the reverse side by price point. If your store has any tickets that are not listed, pull those tickets out of your set and return them. Only the Instant Tickets listed are currently valid.

Step 2 | Ticket Selection Process
Utilize the chart below to select the optimal tickets for your set size by price point. Best selling tickets flow from left to right. **Core** tickets (i.e., crossword, bingo, and 7-11-21®) and **new** tickets should be included in all set sizes. **Core** tickets will always have inventory, so there is never a need to return them. Stores with more bins than tickets should double-face **core** and **new** tickets. Keeping **new** tickets in-stock keeps the category fresh for Illinois Lottery consumers.

Step 3 | Best Placement Practice
Group tickets by price point: high to low, upper left to lower right. By price point, be sure to lead with **new** tickets followed by **core** tickets. For ease of shopability, keep ticket families (e.g., crossword, holiday, and 20 Years of Cash) together and organized from high to low by price point.

Following these guidelines will enhance shopability and help increase overall sales.

Instant Ticket Selection Grid

Price Point	20 Bin	30 Bin	40 Bin	50 Bin
$1	2	2	4	(6)
$2	1	2	3	4
$3	2	2	3	(4)
$5	4	7	8	(10)
$10	5	7	8	11
$20	4	6	(7)	(8)
$25	1	1	1	1
$30	1	2	3	(3)
$50		1	3	3

The circled numbers represent double facings of Instant Tickets

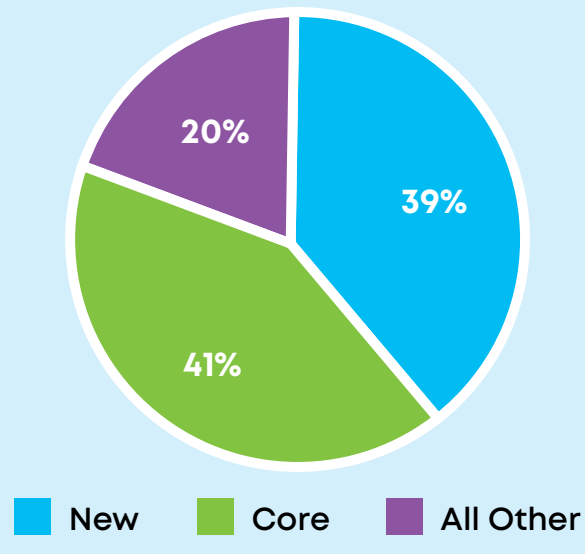
Example of Best Practices



Generate Sales & Excitement with New Instant Tickets

- New tickets account for **39%** of Average Monthly Sales!
- New games are added every month to keep the category **FRESH AND EXCITING.**
- **JUMP START your monthly Instant Ticket sales** by activating new games upon receipt.
- **ONCE ACTIVATED, place new tickets immediately** on display for player purchase.
- **CONSISTENT EARLY ACTIVATION CAN INCREASE SALES AND COMMISSIONS** BY 15% ANNUALLY.
- **SALES GROWTH** of the new tickets extends to the second and third months after launch as top prizes are typically still available.

TICKET BY TYPE



The 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
- Ordering Instant Tickets & supplies