



# HOW TO MERCHANDISE TICKETS TO MAXIMIZE SALES

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

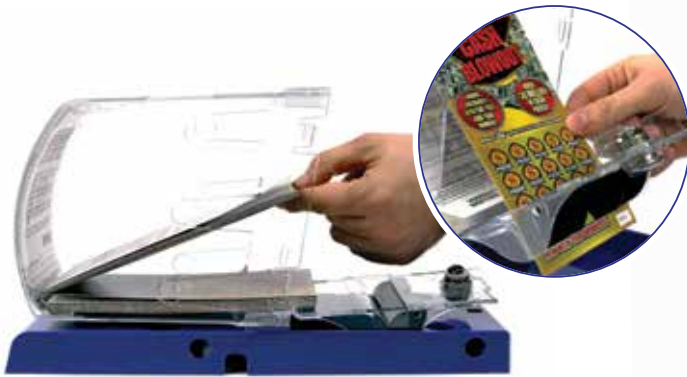
TICKET PACK EXAMPLE



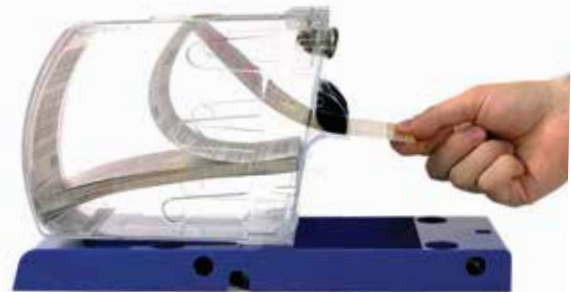
**1** Unlock and open the dispenser using the mechanism located on the back of display.



**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.