

# **INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004**

**Co-Hosted by  
Public Gaming Research Institute  
& The Florida Lottery  
June 28-July 2**

## **BULLETIN**

**May 3, 2004**

### ***Planning Information***

*The following schedule and preliminary list of lotteries & key speakers confirmed for the EXPO/ILAC Congress is to help you with your planning for participation in this Conference. Exhibit space and sponsorships are still available. There are still two months until the conference so many more lotteries are planning to participate but have not yet confirmed.*

*We are expecting 40 lotteries from 25 countries this year and will send you additional speaker & program details periodically.*

### **SCHEDULE**

#### **Sunday June 27**

Exhibit Set-Up beginning at 6 PM

#### **Monday June 28**

Continue Exhibit Set-Up starts at 8 AM

Advance Planning Meeting for  
Latin & Caribbean Lotteries 2PM  
Conference Opening at 3 PM  
Reception Sponsored by Scientific  
Games from 5 PM – 7:30 PM

#### **Tuesday June 29**

Coffee & Danish from 8:30AM to 9AM  
General Session from 9 AM to Noon  
Luncheon –from Noon to 2PM  
Sponsorship available  
General Session from 2PM to 5PM  
Evening Open

#### **Wednesday June 30**

Coffee & Danish from 8:30AM to 9 AM  
General Session from 9 AM to Noon  
Luncheon –from Noon to 2 PM  
Sponsorship available  
Breakout Sessions from 2 PM to 5 PM  
Evening Open

#### **Thursday July 1**

Coffee & Danish from 8:30AM to 9 AM  
General Session from 9 AM to Noon  
Private Meetings from Noon on  
Evening Open

#### **Friday July 2**

Coffee & Danish from 8:30AM to 9AM  
Closing session from 9 AM to 11 AM

**DISTRICT OF COLUMBIA**  
**DC Lottery & Charitable Games**

**JEANETTE MICHAEL**

Executive Director

**FLORIDA**

**Florida Lottery**

**MICHAEL FRICK**

Deputy Secretary

**ILLINOIS**

**Illinois Lottery**

**CAROLYN ADAMS**

Superintendent

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**Iowa Lottery Authority**

**DR. EDWARD STANEK**

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**KENTUCKY**

**Kentucky Lottery Corporation**

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President & CEO

**NEW YORK**

**New York Lottery**

**NANCY PALUMBO**

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**TENNESSEE**

**Tennessee Lottery Corporation**

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**VERMONT**

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**ALAN YANDOW**

Executive Director

**VIRGINIA**

**Virginia Lottery**

**PENNY KYLE**

Director

**COLOMBIA**

**Loteria del Quindio**

**RICARDO MUNOZ**

Manager

**Loteria del Cauca**

**LORENA MARTINEZ**

Marketing Manager

**ECUADOR**

**Loteria Nacional de Guayaquil**

**JORGE MURILLO**

Manager

**GUATEMALA**

**Loteria de Santa Lucia**

**MANUEL LOPEZ**

Manager

**MEXICO**

**Loteria de Occidente**

**LUIS DESENTIS**

Manager

**NICARAGUA**

**Loteria Nacional de Nicaragua**

**WILLIAM BAES**

Manager

**PERU**

**Loteria La Grande**

**JOE SALPIETRA**

Presidente

**SPAIN**

**LAE, Imprenta Estatal de Loterías**

**FRANCISCO GARCIA**

Project Manager

## **PROGRAM NOTES**

✓ **The objective** of this combined **International Lottery Expo & ILAC\* Congress 2004** is to present reports on products, services and marketing strategies that can help lotteries increase revenues. Special emphasis will be on promoting new and under-utilized products that can help lotteries grow.

✓ **The program** will open with a new feature called “**OTB**”, or “outside-the-box”, an unstructured, free-flowing discussion among lottery industry leaders on solving lottery challenges and increasing revenues.

✓ **Case-study** type presentations by many of the participating lotteries will illustrate how sales are being increased with existing products. Plans these lotteries have for further revenue growth will also be discussed.

✓ There will be **special emphasis on the use of video gaming machines** in racetracks/**racinos** and bars/taverns by the lotteries. Since video has the potential for increasing lottery net revenues by multiples of current revenues, it is the most important untapped lottery product available to most lotteries in the US and overseas.

✓ A product similar to the video lottery gaming machines is the **electronic pull-tab machines** such as are being installed by the Iowa Lottery. Lotteries that cannot get approval for video games but are permitted to have ticket-dispensing machines may be able to use these electronic pull-tab machines.

✓ Social gaming “**display and play**”, **monitor devices** for use in taverns and lounges will be explored for their revenue potential.

\*ILAC is, *Institute of Lotteries of the Americas & Caribbean – a PGRI association*

✓ **Wireless devices and the Internet** as distribution channels for lottery sales and marketing will be other important topics covered.

✓ **Products that create excitement at the point-of-sale** and hence result in added sales will be highlighted.

✓ **Drawing equipment and software**, with special emphasis on the electronic drawing systems, will be featured.

✓ **Companies that are exhibiting** at EXPO/ILAC will be encouraged to make **presentations of up to 15 minutes** in length to illustrate how their products can make the lotteries more successful.

✓ **Exhibits are the open format**, “Circles of Learning”, so that companies can bring key products to demonstrate without the need for elaborate booths and displays.

✓ **The best of Lottery TV ads** will be shown and awards presented to those lotteries that participate.

✓ **Qe Awards** – Quality & Excellence Awards for Special Achievement and for Outstanding Service will be presented to qualifying individuals from the participating lotteries and companies.

***TO REGISTER FOR EXPO/ILAC:***

See [www.publicgaming.org](http://www.publicgaming.org) or call or fax your information to:  
Tel. 425-985-3159 or 800-493-0527 – fax 206-232-2564 or 800-657-9340

***FOR ROOM RESERVATIONS AT LOEWS MIAMI BEACH HOTEL***

Call 301-604-1601 – Be sure to mention the name of the conference:

*“International Lottery Expo & ILAC Congress 2004”*

Please make hotel reservations by May 15.