

INTERNATIONAL LOTTERY & GAMING EXPO & ILAC CONGRESS 2005

Bigger and better than ever for this year and in the world's most exciting gaming venue, Bellagio Resort Hotel, Las Vegas, Nevada, July 11-14.

TWO CONFERENCES FOR THE PRICE OF ONE

July 11-14, 2005, Public Gaming Research Institute will host the *International Lottery & Gaming EXPO and ILAC Congress 2005* at the famed *Bellagio Hotel in Las Vegas*, Nevada. The event will be the second consecutive year in which PGRI has combined the EXPO and ILAC conferences, giving attendees *two conferences for the price of one*.

This year also marks the 20th consecutive ILAC (International Latin and Caribbean Lotteries) Congress.

GOOD TURNOUT EXPECTED

Last year, representatives from **forty-four** lotteries and **20** countries congregated at PGRI's International Lottery & Gaming EXPO and ILAC Congress 2004, held in Miami Beach, Florida. *Early indications are that participation will be even greater at the Bellagio in Las Vegas this year.*

EXPO/ILAC FEATURES – GOAL: STIMULATE INCREASED REVENUES

This year's *International EXPO/ILAC Conference* will feature technological advancements, innovations in games, as well as best management practices, advertising successes and successful marketing strategies *for increasing revenues*.

The program will feature presentations and panel discussions with special emphasis on broad participation. Some of the latest examples of successful *TV advertising will also be featured*.

VIP TECHNOLOGY TOUR

A highlight of EXPO/ILAC will be the VIP Technology Tour of leading suppliers with demonstration centers in Las Vegas. The most advanced technology for lotteries, racinos and other government sponsored gaming will be demonstrated.

LIFETIME ACHIEVEMENT AWARD

Public Gaming Research Institute is pleased to announce that **Dan Bower**, co-founder of Scientific Games, has been chosen to receive PGRI's *Major Peter J. O'Connell Lifetime Lottery Achievement Award*. Dan has been a leader in the lottery industry for over 30 years. He and Dr. John Koza founded Scientific Games in 1973. The company has gone on to become the world's leading supplier of instant ticket products and services as well as being a leader in all other lottery products. Presentation of his award will be on the afternoon of July 11 at the International EXPO/ILAC conference.

This is PGRI's second Lifetime Achievement Award for 2005 reflecting PGRI's new policy of having one such award at each of its two annual conferences.

For additional information on EXPO/ILAC program participation, sponsorships and exhibit opportunities, contact: *Raquel Orbeago* at raquelpgr2@aol.com, tel. 425-765-4119 or *Susan Jason* at susanjason@aol.com, Tel. 425-985-3159.

EXPO/ILAC 2004 Lottery Attendees

Aruba Lottery

Bahamas Gaming Board

Barbados Lottery

Beneficencia del Callao (Peru)

Connecticut Lottery Corp

DC Lottery & Charitable Games Control Board

Entretenimientos y Juegos de Azar (Argentina)

Florida Lottery

Instant Scratch Off Lottery of Mexico
Iowa Lottery
Kentucky Lottery Corp.
Loteria de Bogota
Loteria de Boyaca (Colombia)
Loteria de Falcon (Venezuela)
Loteria de la Beneficencia del Cusco (Peru)
Loteria de Oriente (Venezuela)
Loteria de Tolima (Colombia)
Loteria del Nino ILAC (Guatemala)
Loteria del Quindio (Colombia)
Loteria del Zulia (Venezuela)
Loteria do Estado da Paraiba (Brazil)
Loteria do Estado Sao Paulo (Brazil)
Loteria Electronica (Dominican Republic)
Loteria Nacional de Bolivia
Loteria Nacional de Ecuador
Loteria Nacional de El Salvador
Loteria Nacional de Nicaragua
Loteria Nacional del Ecuador
Loteria Santa Lucia (Guatemala)
Martin Lottery Agencies (India)
Mifal Hapais Israel National Lottery
Missouri Lottery
MUSL
National Lotteries Control Board (Trinidad)
New York Lottery
ONCE (Spain)
Ontario Lottery Corp
Pennsylvania Lottery
Rhode Island Lottery
Sorteo Extraordinario de Colombia (Colombia)
South Carolina Education Lottery
St. Lucia National Lotteries Authority
Tennessee Lottery
Virginia Lottery



EXPO/ILAC 2005 - LAS VEGAS

Platinum Sponsor : \$20,000 - SELECT THIS OPTION _____

- Logo included on following:**
 - Direct mail promotion**
 - Signage at Keynote Lunch - First Lunch**
 - Opening Night Welcome Reception Signage**
- EXTRA LARGE DELUXE BOOTH**
- Table Top Display area Opening Night Reception**
- Opportunity to handout literature or gift on Opening Night Reception**
- Opportunity to introduce Keynote Speaker**
- Opportunity to handout literature or gift to attendees at hotel check in**
- One time use of SMART-TECH 2005 attendee list**
- Banner at conference registration**
- Ten (10) complimentary Conference registrations**
- Banner on homepage of SMART-TECH 2005 Web site, with link to your company's Web site**
- Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site**

Title Sponsor: \$15,000 -

- Logo included on following:**
 - Direct mail promotion**
 - Signage at Keynote 2nd Lunch**
- EXTRA LARGE DELUXE BOOTH**
- Table Top Display area at 2nd Lunch**
- One time use of SMART-TECH 2005 attendee list**
- Signage at conference registration**
- Two (5) complimentary Conference registrations**
- Banner on sponsor page of SMART-TECH 2005 Web site, with link to your company's Web site**
- Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site**



Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033

Gold Sponsor: \$10,000 -

- Logo included on following:
 - Direct mail promotion
 - Event Guide placement on sponsor section
- EXTRA LARGE BASIC BOOTH
- Sponsor of Networking Breaks and Registration with signage
- Pre-Show Email Blast
- Two (3) complimentary Conference registrations
- Logo on home page and in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

Silver Sponsor: \$7,500 -

- Logo included on following:
 - Direct mail promotion
 - Signage at Morning Coffee & Danish
 - Sponsor of Morning Coffee & Danish
- BASIC BOOTH
- Two (2) complimentary Conference registrations
- Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

Bronze Sponsor: \$5,000

- Logo included on following:
 - Direct mail promotion (providing mail piece has not already been mailed)
 - Event Guide placement on sponsor section
- Table-top display
- Two (2) complimentary Conference registrations
- Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

Listing Sponsor: \$3,500

- Logo with hot link on SMART-TECH 2005 Web site
- Table-top display
- One (1) complimentary Conference registrations
- Logo in Sponsor section of SMART-TECH 2005 Web site, with link to your company's Web site

EACH BOOTH INCLUDES ELECTRICITY, 2 CHAIRS AND A TABLE, CARPET,

Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033
Phone: 425-985-3159 Fax: 206-232-2564



**EXPO/ILAC 2005 – Bellagio Hotel, July 11-14, 2005,
Application and Contract, *Space is limited! Reserve yours today!***

Please fill out this form and fax back to 206-232-2564. Please mail original and payment to:
Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033, or
charge to American Express, MasterCard, or Visa (see below).

Contact/Title: _____
 Company: _____
 Address: _____
 City: _____
 State/Prov./ _____ Zip/Postal Code: _____
 Tel.: _____ Fax: _____
 Signature: _____

PROGRAM-CO-SPONSOR : \$2500 _____

- ✓ **Participation on the program as a Sponsor**
- ✓ **Logo with hot link on EXPO/ILAC 2005 Web site,**
- ✓ **One (1) complimentary Conference registration**
- ✓ **Logo in Sponsor Section of EXPO/ILAC 2005 Web site, with link to your company’s Web site**
- ✓ **Includes all food and entertainment events including continental breakfasts, luncheons, cocktail receptions, musical events and off-site events.**

Payment Terms and Options:

Please charge to my credit card _____ Please invoice me _____

Full payment is due with your application for EXPO/ILAC. Full refund if space is cancelled 90 days before event.

Payment is accepted by American Express, MasterCard or Visa credit cards.
Fill-in below for charges.

Amount: _____
 Card Number: _____ Exp. date: _____
 Signature: _____ Date: _____
 Name on Card: _____

**HOTEL RESERVATIONS: CONFERENCE ROOM RATE \$159/ ROOM
 Bellagio, 3600 S. Las Vegas Blvd., Las Vegas, NV 89109 _____
 Contact Room Reservations Department at (888) 987-6667, (702) 693-7444
 or on the website at www.bellagio.com under the PUBLIC GAMING
 EXPO/ILAC 2005 to get special room rate.**



EXPO/ILAC 2005 – Bellagio

JULY 11-14, 2005

Exhibit Booth Application and Contract

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Contact/Title: _____
Company: _____
Address: _____
City: _____
State/Prov./ _____ Zip/Postal Code: _____
Tel.: _____ Fax: _____
Signature: _____

Platinum Sponsor :	\$30,000	SELECT THIS OPTION _____
Title Sponsor:	\$15,000	SELECT THIS OPTION _____
Gold Sponsor:	\$10,000	SELECT THIS OPTION _____
Silver Sponsor:	\$7,500	SELECT THIS OPTION _____
Bronze Sponsor:	\$5,000	SELECT THIS OPTION _____
Listing Sponsor:	\$3,500	SELECT THIS OPTION _____
Exhibit Booth:	\$2,995	SELECT THIS OPTION _____
Program Sponsor:	\$2,500	SELECT THIS OPTION _____

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Contact/Title: _____
 Company: _____
 Address: _____
 City: _____
 State/Prov./ _____ Zip/Postal Code: _____
 Tel.: _____ Fax: _____
 Signature: _____

EXHIBIT BOOTH \$2995 _____

- ✓ **8'X10' EXHIBIT BOOTH**
- ✓ **One (1) complimentary Conference registration**
- ✓ **TWO 6 Foot Tables, 2 Chairs, Carpet, Electricity**
- ✓ **Includes all food and entertainment events including continental breakfasts, luncheons, cocktail receptions, musical events and off-site events.**

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