

Public Gaming Research Institute's

*International*  
**EXPO/ILAC'06**  
**CONGRESS**

*WYNN Las Vegas – July 10-13, 2006*

**The 2006 International Lottery & Gaming Expo & ILAC Congress is for GOVERNMENT operators, private operators on behalf of government and SUPPLIERS charged with maximizing revenues for lotteries, racinos and other government gaming enterprises.**

The focus will be on new products, new games, and the latest and smartest marketing technologies and innovations for dramatically increasing sales and maximizing profits. *Simultaneous translation – English/Spanish.*

# **SCHEDULE**

*Conference Theme*

***NEW PRODUCTS, NEW GAMES, NEW MARKETING IDEAS***  
**Cutting-Edge Strategies for Keeping Lottery Revenues Growing**

## **JULY 9, SUNDAY**

8am-Midnight – Exhibit Setup

## **JULY 10 –MONDAY**

8am – 2pm – Exhibit Set up

NOON – 7pm Registration Open

2pm – 3pm

**Orientation for NEW Gaming & Lottery industry Representatives**

3pm – 5:30pm – General Session I

***WELCOME to EXPO-ILAC 2006***  
***& INDUSTRY OVERVIEW***

Speaker: DUANE BURKE, CEO, Public Gaming Research Institute, Inc.;  
Publisher, Public Gaming International Magazine; CEO, ILAC de Guatemala S.A.

## ***RECOGNITION OF COUNTRIES & LOTTERIES***

Recognizing countries & lotteries represented at EXPO/ILAC 2006

## ***INTRODUCTION OF EXPO/ILAC SPONSORS for 2006***

### ***KEYNOTE ADDRESS***

#### ***LOTTERY LEADERS ROUNDTABLE – WINNING STRATEGIES FOR LONG-TERM GROWTH***

A panel discussion featuring many of the lottery & gaming industry's leaders at EXPO/ILAC 2006

**5pm – 7:30pm**

***Gold Sponsors' Reception in Exhibit Area***

### **JULY 11, TUESDAY**

**8am – 9am**

Continental Breakfast in Exhibit Area

**9am – NOON** General Session II

#### **KEYNOTE ADDRESS**

#### **PRESENTATIONS AND PANEL DISCUSSIONS ON NEW PRODUCTS, NEW GAMES AND MARKETING IDEAS**

**NOON – 2:30pm**

#### ***AWARDS LUNCHEON***

Awards Presentations, Luncheon & Networking in Exhibit Area

#### ***❖ LOTTERY INDUSTRY HALL OF FAME CEREMONY***

Inductees to be announced

#### ***❖ MAJOR PETER J. O'CONNELL LOTTERY LIFETIME ACHIEVEMENT AWARD for –***

**JIM SCROGGINS**, Executive Director, Oklahoma Lottery

#### ***❖ ILAC CONGRESS LOTTERY LEADERSHIP AWARDS***

For Latin & Caribbean Lottery Leaders & Executives

Winners to be announced

**2:30pm – 5pm** General Session III

#### **PRESENTATIONS AND PANEL DISCUSSIONS ON NEW PRODUCTS, NEW GAMES AND MARKETING**

**5pm** Evening Open

## **JULY 12 – WEDNESDAY**

**8am – 9am** – Continental Breakfast - Exhibit Area

**8am – 2:00pm** – Registration Open

**9am – 1pm** – General Session IV

### ***THE BEST IN ON-LINE & INSTANT GAMES TV ADVERTISING***

Examples of effective advertising from many lotteries

## ***PRODUCTS OF THE YEAR COMPETITION***

### **PRESENTATIONS AND JUDGING**

**Judges for the “Products of the Year” competition  
are lottery leaders from among the EXPO/ILAC attendees**

**1pm – 2pm**

## ***PRODUCTS OF THE YEAR AWARDS LUNCHEON***

Awards Presentations for companies whose products have been judged,

**‘PRODUCTS OF THE YEAR’**

Luncheon & Networking in Exhibit Area

**2:30pm – 6:00pm**

## ***VIP TOUR OF GAMING TECHNOLOGY***

For government & gaming-operations company representatives.

Advanced and proprietary technologies of these companies to be presented along with proposed applications to the lotteries.

*VIP Technology Tour transportation will depart from the Wynn at 2:30pm and will return by 6:00pm.*

**6:00pm** – Evening Open

## **JULY 13, THURSDAY**

**8am – 9am** – Continental Breakfast

**9am – 11am** – Closing Session

- **CONFERENCE Q & A & FINAL DISCUSSIONS**
- **OUTSTANDING ACHIEVEMENT AWARDS**
- **TV ADVERTISING AWARDS**

**11am**

Conference Adjourned

# EXPO/ILAC 2006

INTERNATIONAL LOTTERY & GAMING CONFERENCE  
& CONGRESS FOR LATIN & CARIBBEAN LOTTERIES

Wynn Las Vegas Hotel

July 10 – July 13, 2006

## CONFERENCE REGISTRATION FORM

Name/Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal code \_\_\_\_\_

Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

### FEES:

- Lottery, government and race track representatives: FREE
- All Spouses: FREE
- Extra representatives for Sponsors or Exhibitors: \$795
- Vendors, Suppliers & all others: \$895

Conference registration includes admission to all meetings, opening night cocktail reception, continental breakfasts and luncheons on conference days.

### REGISTRATION PAYMENT:

Please circle the credit card to charge: American Express, MasterCard, or VISA.

Card Number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Please invoice me: \_\_\_\_\_

Please complete this form and fax to PGRI: **800-657-9340 or 206-374-2600.**

**If not charged, please send checks to:**

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

Website: [www.publicgaming.org](http://www.publicgaming.org) / Phone: 425-985-3159 or 425-985-3157

**HOTEL RESERVATIONS: Call Wynn Las Vegas Resort at 702-770-7000 or 888-320-9966**

**Mention EXPO/ILAC Conference to get discounted rate of \$179.**