



Lotería Nacional
para la Asistencia Pública

February 22, 2002

Dear Lottery Colleague:

I am writing to invite you to participate in the ILAC Congress 2002, for Latin and Caribbean Lotteries, to be held in Cancún, Mexico, April 6-9, 2002 at the Hilton Cancún Beach and Golf Resort.

The National Lottery of Mexico is pleased to co-host this year's Congress and will be working hard to ensure a very productive, professional meeting for you and your associates.

The program theme for the Congress this year is "More Games, More Revenues, More Benefits". The topics for the program will encompass discussions on maximizing sales of existing lottery products, marketing strategies, advertising, the sharing of advertising costs and game shows. The program will also promote improved lottery communications as a means of improving the image of the lottery as well as helping to increase ticket sales.

Mexico and the National Lottery of Mexico want to serve as a bridge between Latin cultures and North American technologies as one way to help Latin lotteries grow. And as the leading tourism destination among Caribbean nations, Mexico is also a bridge to Caribbean lottery interests.

Duane Burke, CEO of the Public Gaming Research Institute, and my co-host for this Congress, will be contacting you and your associates to encourage you to both attend and participate in the program. We look forward to seeing you in Cancún and counting on your participation in this great, professional lottery event!

Sincerely,

Laura Valdés de Rojas
Director General
Lotería Nacional para la Asistencia Pública



February 22, 2002

Dear Lottery Colleague:

The ILAC 2002 Congress is coming soon and Laura Valdes, Director General of the National Lottery of Mexico, and I invite you to participate with us in this exciting event for lottery and industry professionals.

I am excited to have the National Lottery of Mexico as our co-host for the Congress this year, not only because of Laura's dynamic, new leadership, but also because of the changes being planned for this lottery and many other lotteries in Latin America and the Caribbean.

The program theme this year, "More Games, More Revenues, More Benefits", will focus on the many, many ways that lotteries can increase sales and net revenues and thus provide more money for the lottery beneficiaries. For this Congress program we will also be using some of the presentations and speakers from Public Gaming's recently completed SMART-Tech conference in Atlanta, Georgia where the best and newest lottery developments in the US were presented.

Advertising and marketing will also be key parts of this year's Congress and we will have a TV advertising contest comparing the TV ads from many lotteries. The meeting attendees will choose the winners. TV ads will be shown on the first day and awards will be presented on the last day of the Congress. You will receive additional details on how to enter your TV ads in the contest.

In addition to you personally attending, you are invited to bring associates that could also benefit from attending the Congress. Would you like to be on the program? If so, let me know and we will arrange for you to make a presentation or be a panelist on the program.

Registration and other details for the meeting are enclosed. We look forward to seeing you at ILAC Congress 2002, April 6-9, Hilton Cancun Beach & Golf Resort, Cancun, Mexico.

Sincerely,

Duane V. Burke
President & CEO

Other Contacts

Elsie Grote
Conference Coordinator
Tel.: (425) 803-2900 Fax: (425) 803-6830
E-mail: ElsiePGRI@aol.com

Raquel Orbezo
Latin America Coordinator
Tel.: (425) 821-8361 Fax: (425) 803-6830
E-mail: rorbezo@hotmail.com



Last Year's ILAC Congress Lottery Participants

Aruba	Aruba Lottery
Bolivia	Lotería Nacional de Beneficencia y Salubridad
Brazil	Lotería do Estado de Santa Catarina Lotería do Estado do Rio de Janeiro Superintendência de Loterías do Estado de Goiás
Colombia	FEDELCO (Federación de Loterías de Colombia) Lotería de Cucutá Lotería de Manizales Lotería del Atlántico Lotería del Cauca Lotería del Huila Lotería del Quindío Sorteo Extraordinario de Navidad
Commonwealth of Dominica	Dominica Lotteries Commission
Czech Republic	SAZKA a.s.
Ecuador	Lotería Nacional
El Salvador	Lotería Nacional de Beneficencia de El Salvador
Germany	Tipp24 AG/German On-line Lottery
Grenada	Grenada National Lottery Authority
Guatemala	Lotería del Nino
Honduras	PANI (Patronato Nacional de la Infancia)
México	Lotería Nacional para la Asistencia Pública Pronosticos para la Asistencia Pública
Peru	Sociedad Beneficencia De Lima Sociedad Beneficencia del Callao
Russia	MIG Lotto
St. Lucia	St. Lucia National Lottery Authority
St. Vincent & The Grenadines	National Lottery
USA	Florida Lottery Georgia Lottery Corp. Iowa Lottery Multi State Lottery Association Rhode Island Lottery
Venezuela	Lotería de Oriente Lotería del Tachira Lotería Super Cuatro Lotería Beneficencia Publica Zulia



Last Year's ILAC Congress Vendor Participants

American Lite Company
AWI
Betware Ltd.
Canadian Bank Note Group
CashCode Co., Inc.
Cirsa Global Lottery Corp.
Cirsa Interactive Corporation, S.L.
Comverse
Creative Games International
Editec
eLottery
FunLotto
Gaming Integrity Consultants Inc.
Gibson Companies Inc.
GTECH Corp.
IGT
International Gamco
ISA-Impresores de Seguridad Asociados Ltda.
ITV Games
Jonathan Goodson Productions
Kanzaki Specialty Papers
KPMG Consulting
Lottery Technology Enterprises
Nter Technologies
Oberthur Gaming Technologies
Pollard Banknote Limited
Publicis, Sanchez & Levitan
Schafer Systems Inc.
Scientific Games International
Serchi S.A.
Smartplay International Inc.
Sunshine Electronic Display
Take-A-Ticket, Inc.
The Chadwick Group

ILAC CONGRESS 2002

April 6-9, 2002 • Hilton Cancun Beach and Golf Resort • Cancun, Mexico
Co-Hosted by Public Gaming Research Institute, Inc. And the National Lottery of Mexico

Theme for the Congress:

More Games, More Revenues, More Benefits

April 5, Friday

Noon - 5pm Exhibit Setup

April 6, Saturday

8am - 3pm Exhibit Set-Up

9am - 8pm Registration Open

3pm - 5pm Opening Ceremonies

WELCOME TO ILAC 2002

Speaker: Duane Burke, Chairman/CEO, Public Gaming Research Institute

WELCOME TO MEXICO AND PRESENTATION BY THE DIRECTOR GENERAL

Speaker: Laura Valdes de Rojas, Director General, National Lottery of Mexico

GENERAL SESSION I

SHOWING OF TV ADS SUBMITTED BY LOTTERIES

TV ads that have been submitted by Latin and Caribbean lotteries will be shown and will be voted on by attendees. Awards will be presented on the last day of the Congress.

ADVERTISING AND PROMOTION

How to Advertise and Promote Lottery Products to Increase Sales.

Our lineup of speakers from around the world will show and tell you how they increase awareness of their lotteries and increase sales through the use of advertising and promotion. The ideas will range from advertising campaigns and branding to the simplest of ideas that any lottery can do on limited budgets and resources.

This session will also include ideas on sharing advertising and game show production costs to enable better quality advertising for the same money that you are spending now.

5pm - 8pm Welcome Cocktail Reception

Sponsor: Smartplay International and Schafer Systems

April 7, Sunday

9am - 7pm Registration Open

10am - Noon General Session II

MORE INSTANT GAMES & LICENSED GAMES MEAN MORE REVENUES

This session will give actual case histories of new and innovative ways to increase revenues through instant game sales. We will also introduce new products, promotions and services that can assist your lottery.

BIG REVENUES FROM ON-LINE GAMES; FOR LOTTERIES BIG AND SMALL

On-line lotto and other games that depend upon computerized systems and electronic

terminals are now within financial reach for many more lotteries due to lower costs. Specific examples will be reviewed followed by a Q & A session.

TRADITIONAL GAMES AND HOW TO MAXIMIZE SALES

Better advertising and marketing can improve what lotteries can earn from the traditional lottery games. Special games, holiday games and special prizes will also be covered.

Noon - 3pm Lunch in Exhibit Area

Sponsor: Lotería Nacional para la Asistencia Pública

3pm - 5pm General Session III

GREAT IDEA AND NEW PRODUCTS FORUM

This year we have added the New Products Forum to this session to give you a chance to see the newest lottery products that can help you increase sales. There are a lot of really great new products available now that can help your lottery.

MULTI-STATE LOTTERIES-SUPER JACKPOTS, SUPER SALES

There is more than one way to organize and operate a multi-jurisdictional lottery. If you haven't thought it possible before, you may find that things have changed and you can now run a lottery game with your neighbors.

VIDEO LOTTERY – KING OF THE HILL FOR PRODUCING REVENUE

US and Canadian lotteries have shown that your lottery revenues can go through the roof if you can add video lottery to your lottery product line.

5pm - 8pm Cocktail Reception in Exhibit Area

Sponsor: Scientific Games

April 8, Monday

9am - 1pm Registration Open

9am - 11am General Session IV

GAME SHOWS FROM AROUND THE WORLD AND PROMOTIONAL TIE-IN STRATEGIES

Examples of games shows and TV drawing shows from Mexico, South America, North America and Europe. Experts will discuss what makes game shows and drawing shows work best. Sharing game shows and production costs will also be discussed. The use and effectiveness of promotional tie-ins and promotional events will also be discussed.

11am - 1pm Brunch in Exhibit Area

Sponsor: Intralot S.A.

1pm - 5pm Exhibit Tear-down

Afternoon Open for private meetings

April 9, Tuesday

8am - 11am Registration Open

10am – Noon General Session V

ILAC TV ADVERTISING CONTEST AWARDS

ATTENDEES FORUM AND PLANS FOR THE FUTURE

Noon ILAC 2002 ADJOURNED

-Congreso ILAC 2002-

Formulario de Inscripción/Registration Form

6-9 abril, 2002 • Hilton Cancun Beach and Golf Resort • Cancun, Mexico

Instrucciones para la inscripción y el pago:

Llenar un formulario de inscripción por cada participante. Para inscribirse en el Congreso sírvase enviar su formulario de inscripción por fax al +1 425-803-6830. El pago puede efectuarse con tarjeta de crédito o con cheque en dólares de Estados Unidos girado en un banco estadounidense o como orden de pago internacional pagadero a Public Gaming Research Institute. Envíe su cheque por correo a 4020 Lake Washington Blvd. NE, Suite 100, Kirkland, WA 98033-7862, USA. No habrá reembolsos después del **5 de marzo** del 2002.

- Empleados de Loterías de Gobierno: **No Pagan**
- Empleados de Loterías en Concesión: \$795
- Empleados de Empresas Proveedoras: \$795
- Empleados Adicionales de Stand: \$695
- Esposa(o): **No Pagan**

Información para los proveedores:

Para obtener información más detallada sobre el Congreso ILAC, por favor contacte a Raquel Orbezo, Coordinadora de la Conferencia al **425-821-8361** (Tel/Fax), rorbezo@hotmail.com.

Reservación del hotel:

La sede del Congreso es el Hilton Cancun Beach & Golf Resort. Sírvase contactarse directamente con el hotel para reservar su habitación. **Tel: +52 (9988) 81 80 00 ó Fax +52 (9988) 81 80 80.** Tarifa por habitación: **US \$144.** Sírvase mencionar que Ud. concurrirá al Congreso de ILAC, para recibir las tarifas especiales. El hotel tiene un número limitado de habitaciones reservadas para este Congreso hasta el **5 de marzo.** Tarifa por habitación: **US \$144.**

Registration Instructions and Payment:

Use a separate registration form for each registrant. Payment must be in U.S. funds either as a check drawn on a U.S. bank, an international money order or by credit card (see below). Make checks payable to Public Gaming Research Institute and mail to 4020 Lake Washington Blvd. NE, Suite 100, Kirkland, WA 98033-7862, USA. **No refunds after March 5, 2002.** To register for the Congress, please complete your registration form and fax to **425-803-6830.**

- Employee of Government Lottery: No Charge
- Employee of Privately Operated Lottery: \$795
- Vendor Employee: \$795
- Exhibitor Employee: \$695
- Spouse: No charge

Exhibit Information:

For ILAC 2002 exhibit information, please contact Public Gaming Research Institute at **425-803-2900.**

Hotel Reservations:

The Congress hotel is the Hilton Cancun Beach & Golf Resort. To reserve your room, please call the hotel at **Tel: +52 (9988) 81 80 00 or Fax +52 (9988) 81 80 80.** Room rates: US \$144. Space is limited. Reserve your room before the March 5 deadline to receive these ILAC Congress rates. For hospitality suites, contact PGRI at **425-803-2900.**

Envíe su formulario de inscripción al 425-803-6830/Fax your registration form to 425-803-6830

- Empleados de Loterías de Gobierno / Employee of Government Lottery: **No Pagan / No Charge**
- Empleados de Loterías en Concesión / Employee of Privately Operated Lottery: \$795
- No Lotería / Vendor Employee: \$795
- Exhibidor / Exhibitor Employee: \$695

Nombre/Name: _____ Apellido Paterno/Last Name: _____

Cargo/Title: _____

Organización/Organization: _____

Dirección/Address: _____

Ciudad/City: _____ Estado/State: _____

Código Postal/Postal/Zip Code: _____ País/Country: _____

Teléfono/Phone: _____ Fax: _____ Email: _____

Nombre para su distintivo/Badge Name: _____

Nombre del Cónyuge/Spouse's Name: _____

Método de pago/Method of Payment

- Con cheque (adjunto)/by check (enclosed) Con tarjeta de crédito (véase abajo)/by credit card (below)
- Visa Mastercard American Express

Tarjeta de crédito #/Credit Card #: _____

Fecha de vencimiento/Exp. date: _____ / _____ En letra de imprenta/Print name: _____

Firma/Signature: _____

**Public Gaming Research Institute, Inc. • 4020 Lake Washington Blvd. NE • Suite 100 • Kirkland, WA 98033
Tel.: 425-803-2900 • Fax: 425-803-6830 • www.PublicGaming.org • E-mail publicgam@aol.com**



**RESERVATION FORM
ILAC CONGRESS
APRIL 6-9, 2002**

The Hilton Cancun Beach and Golf Resort will be accepting reservations by means of this form duly filled out for the dates of **April 6-9, 2002**. Group rates will be honored **3 days prior and 3 days after** group program (April 6-9,2002). Following please find instructions to make a reservation.

The Hotel will accept reservations as of **January 15, 2002**. Please identify yourself as part of the ILAC group block. As of March 15^h, 2002 the Hotel will release the unsold portion for general sale, however will continue to receive reservations subject to availability at the prevailing group rates.

Please fill out this form and fax it at the following fax numbers: 1 888 568 4464 or 011 52 9988 81 8080.

Reservations e-mail: reservations@hiltoncancun.com
 Calling directly to the hotel Tel.: 011 52 9988 81 8000 ext. reservations
 For Mexico participants Tel.: 01 800 849 1047 (Toll free for Mexico only)
 For international participants Toll free number: 1 888 594 2483

To receive confirmation number please include your e mail address.

Please fill out the following :

Type of room	Rate	Single	Double	Extra person
Superior	USD\$144.00	<input type="checkbox"/>	<input type="checkbox"/>	USD\$50.00
Beach Club	USD\$194.00	<input type="checkbox"/>	<input type="checkbox"/>	USD\$50.00
Jr. Suite	USD\$349.00	<input type="checkbox"/>	<input type="checkbox"/>	USD\$50.00
Master Suite connecting	USD\$658.00	<input type="checkbox"/>	<input type="checkbox"/>	

Above rate is subject to 10% federal tax and 2% lodging tax on a E.P. basis (no meals included)

SERVICE CHARGE: Portorage **USD \$ 4.50** per person in /out
 Room Attendant **USD \$ 3.50** per room per day

DATE OF ARRIVAL _____ DATE OF DEPARTURE _____

LAST NAME/NAME :			
COMPANION			
ADDRESS :			
CITY :	STATE :	ZIP CODE :	
TELEPHONE :	FAX NUMBER :	E MAIL:	

Credit card number: _____
 Type of credit card: _____ Exp.Date: _____
 Card holder name : _____

I authorize Hilton Cancun to charge my credit card (the above number) a one night stay plus applicable taxes (10% tax and 2% lodging tax) at the time of reservation.

Please note that in order for the hotel to proceed with the reservation, a copy of both sides of the credit card will be needed, if credit card copy is not attached the Hilton Cancun will not be able to make reservation.

Cancellations received within (15) days prior to the date of arrival will be subject to a 2 nights room charge plus applicable tax.

It is my understanding that 7 days prior to my arrival the hotel must have a 2 nights accommodation plus tax charged to my credit card. No Show will be subject to 2 nights charge.

Signature