



# **15 Lottery Organizations Already Plan to Attend the 2003 ILAC Congress!**

**Aruba Lottery: Aruba**

**Sorteos Extraordinarios Asociados: Colombia**

**National Lottery: Ecuador**

**Lotería del Niño: Guatemala**

**Lotería de Santa Lucía: Guatemala**

**National Lottery: Mexico**

**National Lottery: Nicaragua**

**Tektron: Peru**

**Loto-Catalunya: Spain**

**ONCE: Spain**

**National Lottery Board: St. Vincent and the Grenadines**

**Georgia Lottery Corporation: USA**

**Iowa Lottery: USA**

**Traditional Lottery of Puerto Rico: USA**

**National Lottery Control Board: Trinidad and Tobago**

**For more information, please contact PGRI at 425-803-2900, fax 425-803-6830  
e-mail [publicgam@aol.com](mailto:publicgam@aol.com) or your Public Gaming representative.**

**David Mello**

202-244-9301

f: 202-244-9302

[davemello@earthlink.net](mailto:davemello@earthlink.net)



# Reserve Exhibit Space Now For ILAC 2003 co-hosted by the *National Lottery of Mexico!*

## 23 Lotteries Attended Last Year's ILAC Congress. More Than **30** Expected This Year!

### -Other Exhibitor Bonuses-

#### Program Participation

Certain sessions on the Program will feature vendor participation. Exhibitors who have expertise with Program topics will be given priority consideration for participation as speakers or panelists.

#### Products on Display at Past ILAC Congresses

- On-line Systems
- Video Lottery Terminals
- Drawing Equipment
- Ticket Vending Machines
- Ticket Validation Systems
- Instant Tickets
- Pull-tab Tickets
- Promotional Items
- Ticket Dispensers
- P.O.P. Advertising

#### Focus on Lottery Products

ILAC 2003, with a strong Program focusing on lottery products, will be an excellent opportunity for companies specializing in the following:

- Instant Tickets
- On-line Games
- Video Lottery
- Internet Gaming
- Traditional Games
- Pull-tabs

#### Effective Exhibit Hour Schedule

A total of 11 exhibit hours, all with an associated food function and no other conflicting activities, have been scheduled to maximize your ILAC exhibit investment

**Latin America is one of the fastest growing markets in the world! Don't miss this exciting opportunity to grow your business!**

**For more information, please contact PGRI at 425-803-2900, fax 425-803-6830 e-mail [publicgam@aol.com](mailto:publicgam@aol.com) or your Public Gaming representative.**

**David Mello**  
202-244-9301  
f: 202-244-9302  
[davemello@earthlink.net](mailto:davemello@earthlink.net)

### -Tentative Agenda-

#### April 26, Saturday

- Noon-5pm Exhibitor Setup
- 4pm-6pm Registration open

#### April 27, Sunday

- 9am-3pm Exhibitor set up
- 9am-8pm Registration open
- 3pm-5pm Opening Welcome Session
- 5pm-8pm Opening Welcome Reception in Exhibit Hall

#### April 28, Monday

- 9am-7pm Registration open
- 10am-Noon General Session II
- Noon-3pm Lunch in Exhibit Hall
- 3pm-5pm General Session III
- 5pm-8pm Cocktail Reception in Exhibit Hall

#### April 29, Tuesday

- 9am-1pm Registration open
- 9am-11am General Session IV
- 11am-1pm Brunch in Exhibit Hall
- Afternoon Open for private meetings

#### April 30, Wednesday

- 10am-Noon Closing Session and Awards
- Noon Conference Adjourned

**For more information, please visit us on the Web: [www.PublicGaming.org](http://www.PublicGaming.org)**



January 30, 2003

Dear Vendor Colleague:

I am writing to invite you to participate in the ILAC Congress 2003, for Latin and Caribbean Lotteries, to be held in Cancún, Mexico, April 27-30, 2003 at the Hilton Cancún Beach and Golf Resort.

The National Lottery of Mexico is pleased to again 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 to exhibit your products at this Congress. I believe this is a great opportunity for your company because the need is so great for more new products in the Latin and Caribbean lotteries.

We hope that you will be a part of this great, professional lottery event!

Sincerely,

Laura Valdés de Rojas  
Director General



January 30, 2003

Dear Colleague:

The ILAC 2003 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 important event for lottery and industry professionals.

I am excited to once again have the National Lottery of Mexico as our co-host for the Congress this year, not only because of Laura's dynamic leadership, but 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.

As a lottery supplier, this meeting could be very important to your company. In addition to attending the Congress, we invite you to exhibit your lottery products and services to this important international market of Latin and Caribbean lotteries. As an exhibitor, you also have the option of being on the Congress program as a means of bringing added attention to your company and its products.

Registration and other details for the meeting are enclosed. I look forward to seeing you at ILAC Congress 2003, April 27-30, Hilton Cancun Beach & Golf Resort, Cancun, Mexico.

Sincerely,

A handwritten signature in black ink that reads 'Duane V. Burke'.

Duane V. Burke  
President & CEO

### Other Contacts

**David Mello**

VP, Marketing and Sales  
Tel.: 202-244-9301 Fax: 202-244-9302  
**E-mail: [davemello@earthlink.net](mailto:davemello@earthlink.net)**

**Elsie Grote**

Conference Coordinator  
Tel.: (425) 803-2900 Fax: (425) 803-6830  
**E-mail: [ElsiePGR2@aol.com](mailto:ElsiePGR2@aol.com)**



# VAMOS!

## BE AN OFFICIAL ILAC SPONSOR!

### What a Sponsorship does for you:

- COMMUNICATES your solid reputation in the industry.
- DEMONSTRATES your concern for your customers.
  - INCREASES your company name recognition.
  - REINFORCES your product awareness.
  - PROMOTES good customer relations.
  - PROJECTS your successful image.

### What a Sponsorship entitles you to:

- Participation on Program as a Panelist or Speaker
- On-site signage at your event featuring company name and logo
  - Advance information on preregistered attendees
- Company logo, greeting and recognition in official Show Program
  - Company acknowledgment in pre-show promotions to lotteries
- Follow-up acknowledgment in *Public Gaming International Magazine*

### ILAC Sponsorships:

- *Welcome to Mexico Reception* on Sunday: \$6,000
- *Salute to GREAT IDEAS Reception* on Monday: \$5,000
- *Welcome to New Lottery Executives Lunch* on Monday: \$4,000  
*Sponsored by Scientific Games Latino America*
- *New Technology for Growth Brunch* on Tuesday: \$4,000

For more information, please call PGRI at 425-803-2900, or visit us at [www.publicgaming.org](http://www.publicgaming.org).

David Mello

Tel.: 202-244-9301

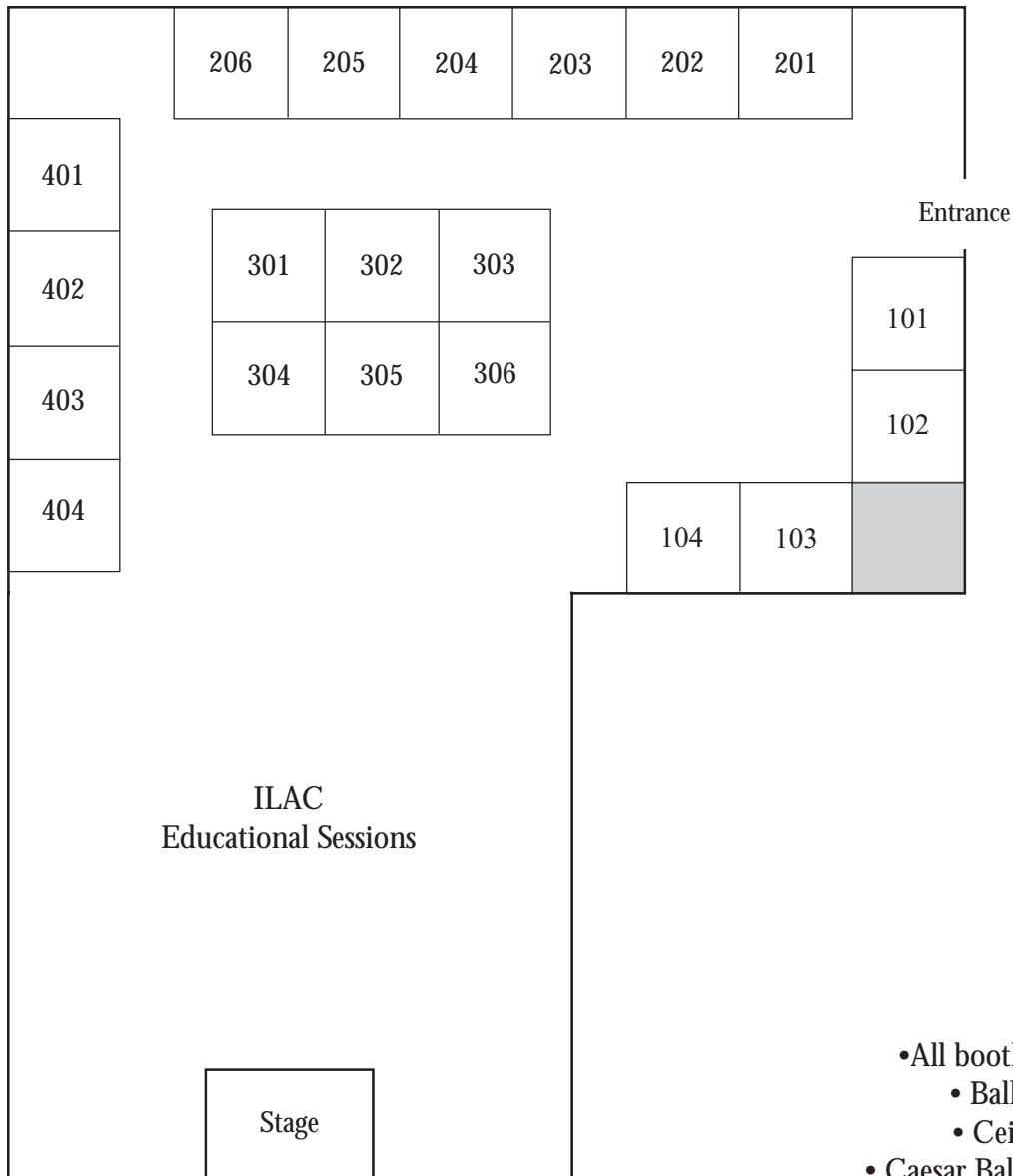
Fax: 202-244-9302

davemello@earthlink.net



# -ILAC Congress 2003-

April 27-30, 2003 • Cancun, Mexico • Hilton Cancun Beach and Golf Resort  
*Co-hosted by the National Lottery of Mexico*



**Notes:**

- All booths are 10' by 10'
- Ballroom is carpeted
- Ceiling height is 20'
- Caesar Ballroom 5, 6 and 7

# -Exhibit Booth Application and Contract-

*All locations are good, but space is limited! Reserve yours today!*

Please fill out this form and fax back to 425-803-6830. Please mail original and payment to:  
Public Gaming Research Institute, 4020 Lake Washington Blvd. NE, Suite 100, Kirkland, WA 98033, or  
charge to American Express, MasterCard, or Visa (see below).

**Mark each event that applies:**     SMART-Tech '03     ILAC '03     International Lottery Expo '03

Contact/Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State/Prov./Zip/Postal Code: \_\_\_\_\_

Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_

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

## Circle of Learning Options (SMART-Tech and Expo Only):

- Basic Circle \$2,995: includes space (78 sq. ft.), carpet and one badge/registration
- Deluxe Circle \$3,695: includes space (78 sq. ft.) carpet, one badge/registration, carpet, standard electricity, 25" TV/VCR, 1 table, 2 chairs, easel and wastebasket
- Extra-large Basic Circle (#102) \$5,890: includes space (175 sq. ft.), carpet and two badges/registrations
- Extra-large Deluxe Circle (#102) \$6,590: includes space (175 sq. ft.), carpet, two badges/registrations, carpet, standard electricity, 25" TV/VCR, 2 tables, 4 chairs, easel and wastebasket

## SMART-Tech '03 Circle of Learning Location Choice (February 9-12 in Charleston, SC):

1<sup>st</sup> Choice       #: \_\_\_\_\_

2<sup>nd</sup> Choice       #: \_\_\_\_\_

3<sup>rd</sup> Choice       #: \_\_\_\_\_

*Special note: Circle 102 is Extra-large, See above*

## ILAC '03 Exhibit Booth Location Choice (April 27-30 in Cancun, Mexico):

1<sup>st</sup> Choice       #: \_\_\_\_\_

2<sup>nd</sup> Choice       #: \_\_\_\_\_

3<sup>rd</sup> Choice       #: \_\_\_\_\_

## International Expo '03 Circle of Learning Location Choice (July 18-21 in Key Biscayne, FL):

1<sup>st</sup> Choice       #: \_\_\_\_\_

2<sup>nd</sup> Choice       #: \_\_\_\_\_

3<sup>rd</sup> Choice       #: \_\_\_\_\_

## Payment Terms and Options:

- Please charge to my credit card                       Please invoice me

Costs for Circles of Learning are above. Standard exhibit space cost for ILAC is \$2,995 per booth which includes one registration per booth. **Full payment is due with your application for SMART-Tech and ILAC and a 50% deposit is due for Expo. 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: U.S.\$ \_\_\_\_\_ Card Number: \_\_\_\_\_ Exp. date: \_\_\_\_\_

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

Name on Card: \_\_\_\_\_

**Fax back to 425-803-6830**

**For assistance or  
more information,  
please contact:**

**David Mello**  
202-244-9301  
f: 202-244-9302  
davemello@earthlink.net



# -Congreso ILAC 2003-

## Formulario de Inscripción/Registration Form

27-30 abril, 2003 • 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 un 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 **25 de marzo** del 2003.

- 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), **RaquelPGR2@aol.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 \$140 (gobierno) ó US \$160 (proveedores)**. Sírvase mencionar que Ud. concurrirá al Congreso de ILAC, para recibir estas tarifas especiales. El hotel tiene un número limitado de habitaciones reservadas para este Congreso hasta el **25 de marzo**.

### 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 25, 2003**. 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 2003 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 \$140 (government) or US \$160 (non-government)**. Space is limited. Reserve your room before the March 25 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 #: \_\_\_\_\_

Vence/Exp. date: \_\_\_\_\_ / \_\_\_\_\_ Firma/Signature: \_\_\_\_\_

Nombre y Apellido (letra de imprenta)/Print Name: \_\_\_\_\_

**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**





Hilton Cancun Beach & Golf Resort

# SEND THIS FORM DIRECTLY TO THE HOTEL

HOTEL RESERVATION FORM  
ILAC CONGRESS / April 27-30, 2003

Group code: **ILAC**

Confirmation # \_\_\_\_\_

Please identify yourself as part of The ILAC Congress . By March 27th 2003 the hotel will release the unsold portion of rooms for general sale; however, the Hilton will still receive reservations after this date subject to availability.

Please return directly to:  
Reservations Department  
**reservations@hiltoncancun.com**  
Fax **011 52 (998) 881 80 80**  
Entire World Toll Free: 1 888 594 2483  
From Mexico: 01800 849 1047  
www.hilton.com

Last Name / Name \_\_\_\_\_

Companion \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Tel. (office) \_\_\_\_\_ Tel. (home) \_\_\_\_\_

Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

Thank you for requesting reservations at the Hilton Cancun We look forward to extending to you our hospitality and service. To ensure you a prompt reservation and check in, please complete the registration form and note the following:

A deposit of two nights stay is required to hold your reservation. Such deposit shall serve to confirm the arrival date indicated on the form and, upon check in, shall be applied to the first night of the reserved stay. Should the guest fail to check in on the arrival date indicated on this form, there will be a charge of two (2) nights stay as a "NO SHOW" penalty.

Early Departures will be charged in full to the individual's credit card for the number of rooms left unoccupied.

The hotel will accept cancellations without penalty (30) days prior to group's arrival, after this date a penalty of (2) nights stay will be applied to the credit card.

Additional occupancy service charges:  
Bellboy: \$5.00 In/Out  
Room attendant: \$ 4.00 Per night

Check In time is 3:00 p.m.  
Check Out time is 12:00 noon

Wire Transfers:  
AMERICAN NATIONAL BANK  
8990 West Dodge Road  
Omaha NE 68114  
Account Number 5094844  
ABA: # 104000  
NHC HOTEL S.A. DE C.V.  
Ph. 402 457 1030 Fx. 402 457 1075

### Accommodations Requested

*Requests are subject to room type availability at time of booking*

One Bed     Two Beds     Smoking     No smoking

The rates listed below are on an European Plan (no meal included), per room, per night, subject to 10% Federal Tax and 2% city accommodation Tax. Rates quoted on USA dollars.

Standard room    \$160.00     Extra person    \$55.00  
*(Over 18 years old. Maximum occupancy per room is 3 persons)*  
 Beach Club room    \$207.00  
 Junior Suite    \$385.00     Government Functionary US\$140.00  
*(Government I.D. Required)*

*Please note that the above conference rates are extended 3 days prior and 3 days after the program dates (April 23 - May 2nd, 2003) based on availability*

Arrival Date: \_\_\_\_\_ Departure Date \_\_\_\_\_

Special Requests: \_\_\_\_\_  
*(e.g. Cribs, handicap ,low floor)*

Reservations must be accompanied by a deposit or an accepted credit card number and signature.

Reservation guaranteed by:

AMEX     Master Card     VISA     Wire Transfer

I authorize Hilton Cancun to charge my credit card one night stay plus applicable taxes at the time of reservation and by March 12th, 2003 one additional night.

Credit card number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

PLEASE ATTACH CLEAR COPY OF THE CREDIT CARD BOTH SIDES OR A COPY OF THE WIRE TRANSFER.



# -ILAC Congress 2002 List of Participants-

Tecno Accion S. A.	Argentina	Sistemas Creativos Signal	Mexico
Aruba Lottery	Aruba	Sociedad Beneficecia de Arequipa	Peru
ISA Impressores de Seguranza Assoc.	Brazil	Tektron S. A.	Peru
Racimec International S. A.	Brazil	St. Vincent National Lottery	St. Vincent
Canadian Bank Note	Canada	QLot Consulting	Sweden
Loto-Quebec/Ingenio	Canada	Chadwick Group	USA
Pollard Banknote Limited	Canada	Computer Supply Co. of VA	USA
Cirsa Business Corp.	Chile	Creative Games International	USA
Intralot de Chile	Chile	Georgia Lottery Corp.	USA
Polla Chilena de Beneficencia S. A.	Chile	GTECH Corp.	USA
Scientific Games Latino America	Chile	Hidden Valley A.V.V.	USA
Beneficencia del Valle	Colombia	Interlott Technologies	USA
La 9 Millionaria	Colombia	International Gamco	USA
Lotería de Boyacá	Colombia	Media Drop - In Productions	USA
Lotería del Libertador	Colombia	Oberthur Gaming Technologies	USA
Lotería del Tolima	Colombia	Premier Lottery Corp.	USA
Sorteo Extraordinario de Navidad	Colombia	Pro-Lite, Inc.	USA
Lotería Nacional de Guayaquil	Ecuador	Promotion Results USA Inc.	USA
Lotería Nacional de Beneficiencia	Ecuador	Promo-Travel	USA
Lotería Nacional de Beneficiencia	El Salvador	RITe-solutions	USA
Editec	France	Schafer Systems Inc.	USA
Editec. SA / WINTV	France	Scientific Games Corporation	USA
Wincor Nixdorf	Germany	Scientific Games International	USA
Instant Lottery SA	Greece	Smartplay International	USA
Intralot SA	Greece	Sunshine Electronic Display Corp.	USA
Patronato Nacional de la Infancia PANI	Honduras	Lotería de Falcón	Venezuela
Tecnost Sistemi SpA	Italy	Lotería de Miranda	Venezuela
GTECH Mexico	Mexico	Lotería de Oriente	Venezuela
Lotería Nacional Para la Asistencia Publica	Mexico	Wincor Nixdorf C. A.	Venezuela



# GREAT IDEAS!

## *FOR ILAC CONGRESS 2003*

As an ILAC **Exhibitor** or **Function Sponsor**, you are invited to present any one, great idea, which has been introduced by your company at a lottery and found to be successful in the past year and which might be of help to other lotteries at the ILAC Congress.

To participate, all that is necessary is for you to send a very brief description of what your idea is, what the benefit has been to the lottery and who the presenter of the idea will be. Then, at the Congress, there will be a session on Monday afternoon for you to present your **GREAT IDEA!** to everyone. Each presenter will have 5 to 10 minutes for his or her presentation.

Awards will be presented at the closing-day session on the morning of Wednesday, April 30 for the 10 ideas judged to be best by those attending the Congress.

***COME ON, JOIN IN, SHARE WITH OTHERS YOUR COMPANY'S GREAT IDEAS!  
THAT HAVE WORKED FOR YOUR LOTTERY CUSTOMERS!***

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### GREAT IDEAS! ENTRY FORM

Name of Presenter: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Title of **GREAT IDEA!**: \_\_\_\_\_

Brief Description of **GREAT IDEA!**: \_\_\_\_\_

Benefit to Lottery: \_\_\_\_\_

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Fax or E-mail your **GREAT IDEA!** to Public Gaming Research Institute at fax 425-803-6830 or Elsie Grote at ElsiePGR2@aol.com. For more information, please visit us at [www.PublicGaming.org](http://www.PublicGaming.org) or telephone PGRI at 425-803-2900.

# Advertising Bulletin for the *APRIL* Issue of

## PublicGaming INTERNATIONAL

### PUBLIC GAMING INTERNATIONAL FAST FACTS

- Circulation: 340+ lotteries in 120 countries
- 100% focus on the worldwide lottery industry
- More copies distributed to more lotteries than any other trade publication
- **Bonus Conference Distribution at the ILAC Congress in Cancun, Mexico**

### APRIL EDITORIAL FEATURES

- Special Cover Feature: *Javier Castillo* from the *National Lottery of Ecuador*
- The Best Selling *Instant Games* from *Around the World*
- The Lottery *Draw* Part 2 (International)
- Successful Instant and Online *Promotions*
- The *Online Forecast* for Latin America and the Caribbean
- *Traditional* and *Passive* Games in Latin America
- Update on the *National Lottery of Mexico*, co-host for ILAC 2003

### SPECIAL BENEFITS FOR ADVERTISERS

#### 👉 Editorial Support

Advertisers receive priority consideration and special attention in terms of the publishing of corporate press releases as well as participation in our editorial features. This month, advertisers will be invited to contribute sidebars to:

- The Best Selling *Instant Games* from *Around the World*
- The Lottery *Draw* Part 2 (International)
- Successful Instant and Online *Promotions*
- The *Online Forecast* for Latin America and the Caribbean
- *Traditional* and *Passive* Games in Latin America

Click here to visit our **Web Archive** where your past advertisements are still making an impact for your company.

#### 👉 Two Ads for the Price of One

All ads in the traditional printed version of *Public Gaming International* also appear in the pages of the **Web version** of our magazine at no extra charge.

#### 👉 "Pick Your Place"

Confirm your ad by the space reservations deadline and you can choose which article your ad will appear within.

#### 👉 PGRI Partnership Program

All advertisers receive a link on the main page of our Web site.

### DEADLINES

- **Space Reservations:** Monday, March 17
- **Editorial:** Wednesday, March 19
- **Ad Materials:** Friday, March 21

**DON'T HAVE AN  
AD READY?**

CONSIDER HAVING YOUR  
CORPORATE BROCHURE  
INSERTED INTO THE  
PAGES OF *PGI*.

David Mello

Tel.: 202-244-9301

Fax: 202-244-9302

davemello@earthlink.net