

Public Gaming Research Institute's
International
EXPO/ILAC'05
CONGRESS
Bellagio Hotel, Las Vegas
July 11-14, 2005

**The International Lottery &
Gaming Expo & ILAC Congress**

This international conference is for government operators, private operators on behalf of government and suppliers charged with maximizing revenues for lotteries, racinos and other gaming enterprises. The focus will be on the latest and smartest marketing, technologies and innovations for dramatically increasing sales and maximizing profits.

Interim
Program Schedule

*Simultaneous English/Spanish translation
will be available for all sessions*

JULY 10 - Sunday
8am-Midnight – Exhibit Set-up

JULY 11 –MONDAY
8am – 2pm – Exhibit Set up
12 NOON – 7pm Registration Open/
2pm – 3pm
Orientation for New Gaming & Lottery
industry Representatives
3pm – 5:30pm – General Session I

**WELCOME TO EXPO-ILAC 2005
& INDUSTRY OVERVIEW**

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

RECOGNITION OF COUNTRIES

Recognizing the countries & lotteries represented
at this year's EXPO/ILAC

INTRODUCTION OF CO-SPONSORS

Introduction of the companies that are helping
to make EXPO/ILAC successful

KEYNOTE ADDRESS

**The Challenge to North American Lottery &
Gaming Interests from Off-Shore Internet
Gaming Operations**

Speaker:
DR. EDWARD STANEK, CEO & President,
Iowa Lottery Authority

TOP TIPS FOR INCREASING REVENUES

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

LIFETIME ACHIEVEMENT AWARD

Presentation of the Major Peter J. O'Connell
Lottery Lifetime Achievement Award to
DANIEL BOWER, Chairman of Telecom
Game Factory and Co-Founder of Scientific
Games Inc.

5:30pm – 7:30pm
Reception in Exhibit Area

JULY 12 – TUESDAY

8am – 9am – Continental Breakfast - Exhibit
Area

8am – 5:30pm – Registration Open

9am – 1pm – General Session II

KEYNOTE ADDRESS

Revenue Growth and Profits from the
Examples of Others

Speaker:
ARCH GLEASON, CEO & President,
Kentucky Lottery Corporation; Vice-
President, World Lottery Association (WLA)

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SPECIAL GUEST SPEAKER
Growing Through Smart Marketing and the Timely Introduction of New Products
Speaker:
REBECCA PAUL, CEO & President,
Tennessee Education Lottery

NEW PRODUCTS – THE LIFE BLOOD OF GROWTH
A Panel Discussion of Lottery, Gaming and Supplier Experts

SMART MARKETING & PROMOTIONS – THE INDISPENSIBLE TOOLS
A Panel Discussion of Lottery, Gaming and Supplier Experts

LICENSED PRODUCTS FOR GROWTH
A Panel Discussion by Industry Leaders on Best Strategies for Using Licensed Products

GROWTH STRATEGIES FOR ON-LINE GAMES
A Panel Discussion by leading experts
5pm - On
Evening Open

VIDEO GAMING IN RACINOS – A LEADING OPPORTUNITY FOR GROWTH
Panel discussion by leading experts

MONITOR & VIDEO GAMING IN LICENSED LOCATIONS
Panel discussion

1 – 3pm
Luncheon & Networking - Exhibit Area
LOTTERY INDUSTRY HALL OF FAME AWARDS FOR 2005

3pm – 5pm – General Session III

ADVERTISING THAT WORKS
Examples of TV ads that are working from around the world

PLANS FOR GROWTH IN LATIN AMERICA AND THE CARIBBEAN
Panel discussion on product needs and plans for growth in Latin America & the Caribbean

NEWEST INSTANT GAME STRATEGIES
Panel Discussion
JULY 13 – WEDNESDAY
8am – 9am – Continental Breakfast - Exhibit Area

8am – 2:00pm – Registration Open

9am – 1pm – General Session IV

SECURITY & REGULATION OF GAMES
Panel discussion

SPECIAL GUEST SPEAKER
The Challenge to Lottery Monopolies

GROWTH OF LOTTERIES IN INDIA
A panel discussion

GROWTH STRATEGIES IN EASTERN EUROPE
Presentation - speaker to be announced

GROWTH STRATEGIES IN WESTERN EUROPE
Presentation – speaker to be announced

1– 2pm
LOTTERY HALL OF FAME AWARDS Luncheon & Networking in Exhibit Area

2:30pm – 6:00pm
VIP TOUR OF GAMING TECHNOLOGY
Limited to government & gaming-operations company representatives only - space limited. Transportation will depart from the front entrance of Bellagio at 2:30pm and will return by 6:00pm.
Advanced and proprietary technologies of these companies will be presented.
Refreshments, paid for by conference Host Public Gaming Research Institute, will be served.

5:30pm – Evening Open

JULY 14 - THURSDAY

8am – 9am – Continental Breakfast

9am – 11am

EXPO/ILAC ADVERTISING AWARDS CLOSING DISCUSSIONS

11am

Conference Adjourned

FOR GOVERNMENT & INDUSTRY
For Sponsorships, Exhibiting and Attendance information:
see: www.publicgaming.org or
e-mail: susanjason@aol.com or
call in the US: 425-985-3159



EXPO/ILAC 2005 Conference & Exhibits
Bellagio Hotel – Las Vegas
July 11 – July 14, 2005
CONFERENCE REGISTRATION FORM

Contact/Title: _____
 Company: _____
 Address: _____
 City: _____
 State/Prov./ _____ Zip/Postal Code: _____
 Tel.: _____ Fax: _____
 Signature: _____
 Email: _____
 Number of Registrations _____ Total \$ _____

**FEES: NO CHARGE FOR LOTTERY, OTHER GOVERNMENT &
 RACING/RACINO REPRESENTATIVES**
\$895 FOR VENDORS, SUPPLIERS AND ALLOTHERS;
\$795 FOR EXTRA EXHIBITOR REPRESENTATIVES.
SPOUSES ATTEND FOR FREE

Conference registration includes all meetings, reception, continental breakfast each morning and two luncheons. In addition, government representatives are invited to participate in the **VIP TECHNOLOGY TOUR** including refreshments.

REGISTRATION PAYMENT:

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

Amount to charge: \$895.

Please charge to my credit card _____ Please invoice me _____

Fill-in below for charges.

Card Number: _____ Exp. date: _____

Signature: _____ Date: _____

Name on Card: _____

Please fill out this form and fax back to **800-657-9340** or **206-232-2564**.

Please send checks to:

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

HOTEL RESERVATIONS: Bellagio Hotel, 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.**