



**INTERNATIONAL LOTTERY EXPO
& ILAC 2004 CONGRESS**
Co-Hosted by Public Gaming & the Florida Lottery
June 28-July 2 – Loews Miami Beach Hotel

BULLETIN

June 17, 2004

Eleven Days to Conference Start

**There is still time to register for the 2004
EXPO/ILAC Conference**

You don't want to miss this conference.

47 LOTTERIES FROM **23** COUNTRIES

Including

12 NEWLY APPOINTED LOTTERY MANAGERS

Don't miss this opportunity and make us tell you, "We told you so"!

The complete list of confirmed lotteries can be downloaded from the attached file or accessed by visiting our website at the following link:

www.publicgaming.org/lib/publicgaming/bulletinmay3.pdf

TO REGISTER

To register & for exhibit space for the EXPO/ILAC conference,
call Susan Jason at 800-493-0527 or 425-985-3159.

You may download the registration form attached to this email or download it by visiting:

www.publicgaming.org/lib/publicgaming/expoilacreg.pdf

SPECIAL PRESENTATION AT EXPO/ILAC

One of the key presentations at this year's EXPO/ILAC conference will be by **Duane Burke**, CEO of Public GAMING Research Institute and Publisher of *Public GAMING International* magazine. The title of his remarks will be:

CREATING EXCITEMENT AND REVENUE WITH NEW LOTTERY PRODUCTS.

His presentation will review what has been most successful, what is most successful now and what the lotteries need to do to be most successful in the future.

Duane has been involved with the world lotteries for over 30 years and has a broader perspective than most on where lotteries have been and where they may be headed. He formed Public GAMING Research Institute in the fall of 1971. He started publication of *Public GAMING International* magazine in July of 1974. The cover feature for that first edition was introduction of the first scratch-off lottery ticket game in the world by the Massachusetts Lottery in conjunction with Scientific Games. July of this year marks the 30th anniversary of scratch-off lottery tickets and marks the 30th anniversary of *Public GAMING International* magazine.

Duane is a graduate of the University of Washington in Seattle with a Bachelor of Sciences Degree in Electrical Engineering.

ARCH GLEASON AWARD

Public Gaming's Peter J. O'Connell Lottery Lifetime Achievement Award for **ARCH GLEASON** will be presented to him just prior to the conference Luncheon in his honor on Tuesday, June 29.

FOR COMPLETE INFORMATION ON EXPO/ILAC: www.publicgaming.org.

CONFERENCE REGISTRATION FORM

Public Gaming Research Institute's INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004

June 28-July 2, 2004

Loews Miami Beach Hotel, Miami Beach, Florida

Loews Hotel Tel. 305-604-1601 Fax 305-604-3999

PGRI Tel. 425-985-3159 or 800-493-0527; Fax 206-232-2564 or 800-657-9340

Name & Title: _____

First Name to use on badge: _____; Spouse, if attending _____

Organization: _____

Street Address: _____ City: _____

State/Province: _____ Zip Code _____ Country _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

INDIVIDUAL REGISTRATION FEES (check one):

Non-government US\$895; Extra Exhibitor: US\$795; Government: No charge*

*Note: confirmation of government employment status required

PAYMENT:

All payments are due in advance. Space is confirmed when payment is received.

Refunds are available until May 27 but not after that date.

Credit card authorization for US\$ _____ Date of purchase _____

Please circle credit card type: American Express Visa Master Card

Card Number: _____ Expiration Date _____

Cardholder's name if different than above: _____

Signature: _____

Alternative payment methods available upon request

Call Susan Burke Jason at PGRI for assistance: 425-985-3157 or 800-493-0527

HOTEL RESERVATIONS

Please call directly to the Loews Miami Beach Hotel for room reservations.

Discounted room rates for Expo/ILAC attendees: US\$199 single or double

Telephone: 305-604-1601 or 877-563-9762 Fax: 305-535-5218

BE SURE TO MENTION NAME OF THE CONFERENCE

Loews Hotels Web Site: www.loewshotels.com

FAX COMPLETED FORM TO PGRI AT: Fax 206-232-2564 or 800-657-9340