

**LOTTERY EXPO  
INTERNATIONAL  
& ILAC CONGRESS**

*Co-Hosted by  
Public Gaming Research Institute &  
the Florida Lottery*

**Loews Miami Beach Hotel  
June 28-July 2**

**BULLETIN**

June 2, 2004

**40 Lotteries from 18  
countries have confirmed for  
the combined EXPO/ILAC  
Conference.  
45 Lotteries are now expected.**

*Countries, States, Lotteries & the  
Lead delegates\* to the conference  
from the noted jurisdictions  
are as follows:*

**NORTH AMERICA  
CANADA**

**Ontario Lottery Corporation  
N/A**

**USA**

**CONNECTICUT  
Connecticut Lottery Corp.  
JOSEPH BEVIVINO  
Research Director**

**DISTRICT OF COLUMBIA  
DC Lottery & Charitable Games  
JEANETTE A. MICHAEL  
Executive Director**



**FLORIDA  
Florida Lottery  
MICHAEL FRICK,  
Deputy Secretary**

**ILLINOIS  
Illinois Lottery  
CAROLYN ADAMS  
Superintendent**

**IOWA  
Iowa Lottery Authority  
DR. EDWARD STANEK  
President & CEO**

**KENTUCKY  
Kentucky Lottery Corporation  
ARCH GLEESON,  
President & CEO**

**MISSOURI  
Missouri Lottery  
EDWARD MAHLMAN  
Executive Director**

**MUSL**  
**Multi-State Lottery**  
**CHUCK STRUTT**  
**Executive Director**

**NEW YORK**  
**New York Lottery**  
**NANCY PALUMBO**  
**Director**

**PENNSYLVANIA**  
**Pennsylvania Lottery**  
**EDWARD MAHLMAN**  
**Executive Director**

**RHODE ISLAND**  
**Rhode Island Lottery**  
**GERALD AUBIN**  
**Executive Director**

**SOUTH CAROLINA**  
**South Carolina Education**  
**Lottery**  
**ERNIE PASSAILAIGUE**  
**Executive Director**

**TENNESSEE**  
**Tennessee Lottery Corporation**  
**REBECCA PAUL**  
**President & CEO**

**VIRGINIA**  
**Virginia Lottery**  
**PENNY KYLE**  
**Executive Director**

**ARGENTINA**  
**Entretenimientos y Juegos de**  
**Azar**  
**GUSTAVO ANSELMINI**  
**General Manager**

**BARBADOS**  
**The Barbados Lottery**  
**CLIFF NOLAN**  
**General Manager**

**BOLIVIA**  
**Loteria Nacional**  
**LIC. HECTOR VAZQUEZ**  
**Executive Director**

**BRAZIL**  
**Loteria do Estado de Sao Paulo**  
**JOSE SPESSOTO**  
**General Manager**

**BRAZIL**  
**Loteria do Estado da Paraiba**  
**ROBERTO RABELLO**  
**President**

**COLOMBIA**  
**Loteria del Quindio**  
**RICARDO MUNOZ**  
**Manager**

**COLOMBIA**  
**Loteria de Bogota**  
**DR. FAVIO VILLA**  
**Manager**

**COLOMBIA**  
**Loteria de Boyaca**  
**DR. JULIO CESAR SANCHEZ**  
**General Manager**

**COLOMBIA**  
**Loteria del Risaralda**  
**DRA. MARGARITA**  
**GONZALEZ**  
**General Manager**

**COLOMBIA**  
**Sorteo Extraordinario de**  
**Colombia**  
**DR. HECTOR RUBIANO**  
**Manager**

**COLOMBIA**  
**Sorteos Extraordinarios**  
**Asociados**  
**GERARDO GUERRA**  
**Chairman of the Board**

**COLOMBIA**  
**Loteria de Tolima**  
**DR. Eduardo Esquivel**  
**Manager**

**DOMINICA REPUBLIC**  
**Loteria Electronica**  
**Internacional**  
**MANUEL ABREU**  
**Games Director**

**ECUADOR**  
**Loteria Nacional de Guayaquil**  
**ING. JORGE MURILLO**  
**Manager**

**EL SALVADOR**  
**Loteria Nacional de El Salvador**  
**Lic. MAURICIO CHAVARRIA**  
**President**

**GUATEMALA**  
**Loteria del Nino**  
**ILAC de Guatemala-Operator**  
**RANDEE KERNS**  
**ILAC Director of Regulation**

**GUATEMALA**  
**Loteria de Santa Lucia**  
**LIC. MANUEL LOPEZ**  
**Manager**

**ISRAEL**  
**Mifal Hapis – Israel National**  
**Lottery**  
**SHAUL SOTNIK**  
**General Manager**

**MEXICO**  
**Loteria de Occidente**  
**LUIS DESENTIS**  
**Manager**

**NICARAGUA**  
**Loteria Nacional de Nicaragua**  
**WILLIAM BAEZ**  
**Manager**

**PERU**  
**Loteria La Grande**  
**JOE SALPIETRA**  
**President**

**SPAIN**  
**ONCE**  
**Total Gaming Systems**  
**JUAN GONZALES**  
**International Markets Manager**

**TRINIDAD & TOBAGO**  
**National Lotteries Control Bd.**  
**PATRICIA PIERRE-JOSEPH**  
**Board Member Director**

**VENEZUELA**  
**Loteria de Falcon**  
**CEDRIC BAGES**  
**Director**

**VENEZUELA**  
**Loteria de Oriente**  
**Lic. BICZANIO FLORES**  
**General Manager**

*\*Note: Many lotteries will send multiple reps  
so only the attending CEO, President,  
Director or Manager is shown here.*

**Wednesday June 30**  
8:30AM to 9 AM Coffee & Danish  
9 AM to Noon General Session  
*Noon to 2 PM Luncheon*  
*Sponsorship available*  
2 PM to 5 PM Breakout Sessions  
Evening Open

**Thursday July 1**  
8:30AM to 9 AM Coffee & Danish  
9 AM to Noon General Session  
Noon on - Private Meetings  
Evening Open

**Friday July 2**  
8:30AM to 9AM Coffee & Danish  
*9 AM to 11 AM Closing session*

## **SCHEDULE**

### **Sunday June 27**

6 PM Exhibit Set-Up beginning

### **Monday June 28**

8 AM Exhibit Set-Up starts  
Advance Planning Meeting for  
2PM Latin & Caribbean Lotteries  
3 PM Conference Opening  
5 PM – 7:30 PM Reception  
*Sponsored by Scientific Games*

### **Tuesday June 29**

8:30AM to 9AM Coffee/Danish  
9 AM to Noon  
General Session  
*Noon to 2 PM Arch Gleason  
Luncheon*  
*Sponsorship available*  
2 PM to 5PM General Session  
Evening Open

## **PROGRAM NOTES**

The objective of this combined International Lottery Expo & ILAC\* Congress 2004 is to present reports on products, services and marketing strategies that can help lotteries increase revenues. Special emphasis will be on promoting new and under-utilized products that can help lotteries grow.

The program will open with a new feature called "OTB", or "outside-the-box", (not off-track betting) an unstructured, free-flowing discussion among lottery industry leaders on solving lottery challenges and increasing revenues.

Case-study type presentations by many of the participating lotteries will illustrate how sales are being increased with existing products. Plans these lotteries have for further revenue growth will also be discussed.

There will be special emphasis on the use of video gaming machines in racetracks/racinos and bars/taverns by the lotteries. Since video has the potential for increasing lottery net revenues by multiples of current revenues, it is the most important untapped lottery product available to most lotteries in the US and overseas.

A product similar to the video lottery gaming machines is the electronic pull-tab machines such as are being installed by the Iowa Lottery. Lotteries that cannot get approval for video games but are permitted to have ticket-dispensing machines may be able to use these electronic pull-tab machines.

Social gaming “display and play”, monitor devices for use in taverns and lounges will be explored for their revenue potential.

Wireless devices and the Internet as distribution channels for lottery sales and marketing will be other important topics covered.

Products that create excitement at the point-of-sale and hence result in added sales will be highlighted.

Drawing equipment and software, & special emphasis on the electronic drawing systems, will be featured.

Companies that are exhibiting at EXPO/ILAC will be encouraged to make presentations of up to 15 minutes in length to illustrate how their products can make the lotteries more successful.

Exhibits are the open format, “Circles of Learning”, so that companies can bring key products to demonstrate without the need for elaborate booths and displays.

The best of Lottery TV ads will be shown and awards presented to those lotteries that participate.

Qe Awards – Quality & Excellence Awards for Special Achievement and for Outstanding Service will be presented to qualifying individuals from the participating lotteries and companies.

### **TO REGISTER FOR EXPO/ILAC**

See [www.publicgaming.org](http://www.publicgaming.org) or call or fax your information to:

Tel. 425-985-3159 or 800-493-0527

Fax 206-232-2564 or 800-657-9340

### **FOR ROOM RESERVATIONS**

**AT LOEWS MIAMI BEACH HOTEL**

Call 301-604-1601 – Be sure to mention the name of the conference:

“International Lottery

Expo & ILAC Congress”

*To ensure that you are able to get the group discount*

Please make hotel reservations by

**June 4**

# 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](http://www.loewshotels.com)**

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