

INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004

Co-Hosted by
Public Gaming Research Institute
& The Florida Lottery

BULLETIN

June 4, 2004

Latest Updates

The St. Lucia National Lottery is the latest lottery to confirm for EXPO/ILAC. Other recent additions have been the *Martin Lottery Agencies Ltd. of India*, *National Lottery of Israel*, *The Sociedad de Beneficencia del Callao of Peru*, *the National Lottery of El Salvador* and *the Loteria de Oriente of Venezuela*. The current totals are **43** lotteries from **20** countries.

Scientific Games International has confirmed to sponsor the Welcoming Reception on the evening of June 28 and *International Game Technology - IGT* has confirmed to sponsor the Lifetime Achievement Award Luncheon honoring *Arch Gleason*, on June 29. Two more sponsorships are available.

Oops! We apologize for two errors in recent conference Bulletins – *Alan Yandow* and the *Vermont Lottery* were inadvertently dropped from a recent Bulletin and *James Scroggins* was not properly noted as the Executive Director of the Missouri Lottery.

Hotel rooms are in short supply – call the Loews Hotel at 305-604-1601

Schedule

Sunday June 27

Exhibit Set-Up beginning at 6 PM

Monday June 28

Continue Exhibit Set-Up starts at 8 AM

Advance Planning Meeting for

Latin & Caribbean Lotteries 2PM

Conference Opening at 3 PM

Reception Sponsored by *Scientific Games International* from 5 – 7:30 PM

Tuesday June 29

Coffee & Danish from 8:30AM to 9AM

General Session from 9 AM to Noon

Luncheon sponsored by *International*

Game Technology–from Noon to 2PM

General Session from 2PM to 5PM

Evening Open

Wednesday June 30

Coffee & Danish from 8:30AM to 9 AM

Sponsorship available

General Session from 9 AM to Noon

Luncheon –from Noon to 2 PM

Sponsorship available

Breakout Sessions from 2 PM to 5 PM

Evening Open

Thursday July 1

Coffee & Danish from 8:30AM to 9 AM

General Session from 9 AM to Noon

Private Meetings from Noon on

Evening Open

Friday July 2

Coffee & Danish from 8:30 AM to 9AM

Closing session from 9 AM to 11 AM

*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
JAMES SCROGGINS
Executive Director

**International
LOTTERY
EXPO
& ILAC
CONGRESS**
*Co-Hosted by
Public Gaming Research
Institute & the Florida
Lottery*

**Loews Miami
Beach Hotel**

**June 28-July 2
BULLETIN**

June 2, 2004

**43 Lotteries
from 20
countries have
confirmed for the
combined
EXPO/ILAC
Conference.
45 Lotteries are
now expected.**

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

VERMONT
Vermont Lottery
ALAN YANDOW
Executive Director

VIRGINIA
Virginia Lottery
PENNY KYLE
Executive Director

ARGENTINA
Entretencimientos 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

DOMINICAN REPUBLIC
Loteria Electronica
Internacional
MANUEL ABREU
Games Director

ECUADOR
Loteria Nacional de
Guayaquil
ING. JORGE MURILLO
Manager

EL SALVADOR
Nat'l Lottery–El Salvador
LIC. M. 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

INDIA
Martin Lottery Agencies
KAPIL KHANNA
Executive Director

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

PERU
Beneficencia del Callao
ING. ORESTES CACHAY
General Manager

SPAIN
ONCE
Total Gaming Systems
JUAN GONZALES
International Markets
Manager

ST. LUCIA
St. Lucia National Lottery
DEREK GEORGE
General 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
– only the attending CEO,
President, Director or
Manager is shown here.*

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 International*

Tuesday June 29
8:30AM to 9AM
Coffee/Danish
9 AM to Noon
General Session
Noon to 2 PM Arch Gleason
Award Luncheon
Sponsored by IGT

2 PM to 5PM General
Session

Evening Open

Wednesday June 30

8:30 to 9 AM Coffee &
Danish

9 AM to Noon General
Session

Noon to 2 PM Luncheon
Sponsorship available

2 PM to 5 PM Breakouts
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

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
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 get the
group discount.***