



31 Lottery Organizations Plan to Attend the 2002 ILAC Congress. More Than 40 Are Expected!

Aruba
Barbados
Bolivia
Brazil
Canada
Chile

Colombia

Ecuador
El Salvador
Guatemala
Honduras
México

Nicaragua
Peru

St. Lucia
St. Vincent & The Grenadines
Trinidad & Tobago
USA
Venezuela

Aruba Lottery
LOTTO
Lotería Nacional de Beneficencia y Salubridad
Caixa Econômica Federal
Loto-Québec (Ingenio)
Lotería de Concepción
Polla Chilena de Beneficencia SA
Lotería de Bolivar
Lotería del Cauca
Lotería de Manizales
Lotería del Libertador
Lotería del Atlántico
Beneficencia del Tolima
Sorteo Extraordinario de Navidad
Lotería Nacional
Lotería Nacional de Beneficencia de El Salvador
Lotería del Niño
PANI (Patronato Nacional de la Infancia)
Lotería Nacional para la Asistencia Pública
Pronosticos para la Asistencia Pública
Parido Autentico de la Revolucion Mexicana
Lotería Nacional de Nicaragua
Sociedad Beneficencia De Lima
Tektrón. S.A.
St. Lucia National Lottery Authority
National Lottery
National Lotteries Control Board
Georgia Lottery Corp.
Lotería de Oriente
Lotería de Miranda
Lotería de Aragua



Be A Program Sponsor

AT THE 2002 ILAC CONGRESS

With an investment of just \$2,000 to support the educational Program at ILAC 2002, your company can gain the exclusive benefits of being an official *ILAC Program Sponsor*. These sponsor benefits include:

- Participation on the Program as a Speaker in one of the following:
 - Great Ideas!
 - On-Line Games
 - Traditional Games
 - Television Game Shows
 - Instant Tickets
 - Advertising and Promotions
 - Video Lottery
 - Licensed Games
- Your Company Logo and Welcome in the Official Program
- Advance Information on Attendees
- Your Company Brochure in Official Registration Bag
- Acknowledgment in *Public Gaming International Magazine*

For more information, please contact PGRI at 425-803-2900, fax 425-803-6830, e-mail publicgam@aol.com or visit us on the Web at www.PublicGaming.org

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



GREAT IDEAS!

FOR ILAC CONGRESS 2002

As an ILAC **Program Sponsor**, **Function Sponsor** or **Exhibitor**, 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 saying 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 Sunday afternoon for you to present your **GREAT IDEA!** to everyone. Each presenter will have 5 to 10 minutes for his or her presentation - a final time allocation will come with the confirmation that we will send to you.

Awards will be presented at the closing-day brunch on the morning of April 9 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!***

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: _____

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



Reserve Exhibit Space Now for the 2002 ILAC Congress co-hosted by the *National Lottery of Mexico!*

More Than 37 Lotteries Attended Last Year's ILAC Congress!

-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 2002, 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 opportunity to grow your business!

For more information, please contact PGRI at 425-803-2900, fax 425-803-6830, e-mail publicgam@aol.com or visit us on the Web at www.PublicGaming.org

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davemello@earthlink.net

-Tentative Agenda-

April 5, Friday

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

April 6, Saturday

9am-3pm Exhibitor set up
9am-8pm Registration open
3pm-5pm Opening Welcome Session
5pm-8pm Opening Welcome Reception in Exhibit Hall—*Sponsored by Smartplay International and Schafer Systems*

April 7, Sunday

9am-7pm Registration open
10am-Noon General Session II
Noon-3pm Lunch in Exhibit Hall—*Sponsored by Loteria Nacional para la Asistencia Pública*
3pm-5pm General Session III
5pm-8pm Cocktail Reception in Exhibit Hall—*Sponsored by Scientific Games*

April 8, Monday

9am-1pm Registration open
9am-11am General Session IV
11am-1pm Brunch in Exhibit Hall—*Sponsored by Intralot S.A.*
Afternoon Open for private meetings

April 9, Tuesday

10am-Noon Closing Session
Noon Conference Adjourned

February 22, 2002

Dear Vendor Colleague:

I am writing to invite you to participate in the ILAC Congress 2002, for Latin and Caribbean Lotteries, to be held in Cancún, Mexico, April 6-9, 2002 at the Hilton Cancún Beach and Golf Resort.

The National Lottery of Mexico is pleased to co-host this year's Congress and will be working hard to ensure a very productive, professional meeting for you and your associates.

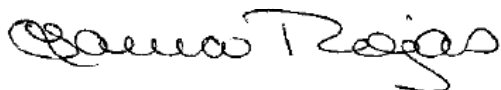
The program theme for the Congress this year is "More Games, More Revenues, More Benefits". The topics for the program will encompass discussions on maximizing sales of existing lottery products, marketing strategies, advertising, the sharing of advertising costs and game shows. The program will also 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



February 22, 2002

Dear Colleague:

The ILAC 2002 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 have the National Lottery of Mexico as our co-host for the Congress this year, not only because of Laura's dynamic, new 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. For this Congress program we will also be using some of the presentations and speakers from Public Gaming's recently completed SMART-Tech conference in Atlanta, Georgia where the best and newest lottery developments in the US were presented.

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 2002, April 6-9, Hilton Cancun Beach & Golf Resort, Cancun, Mexico.

Sincerely,

Duane V. Burke
President & CEO

Other Contacts

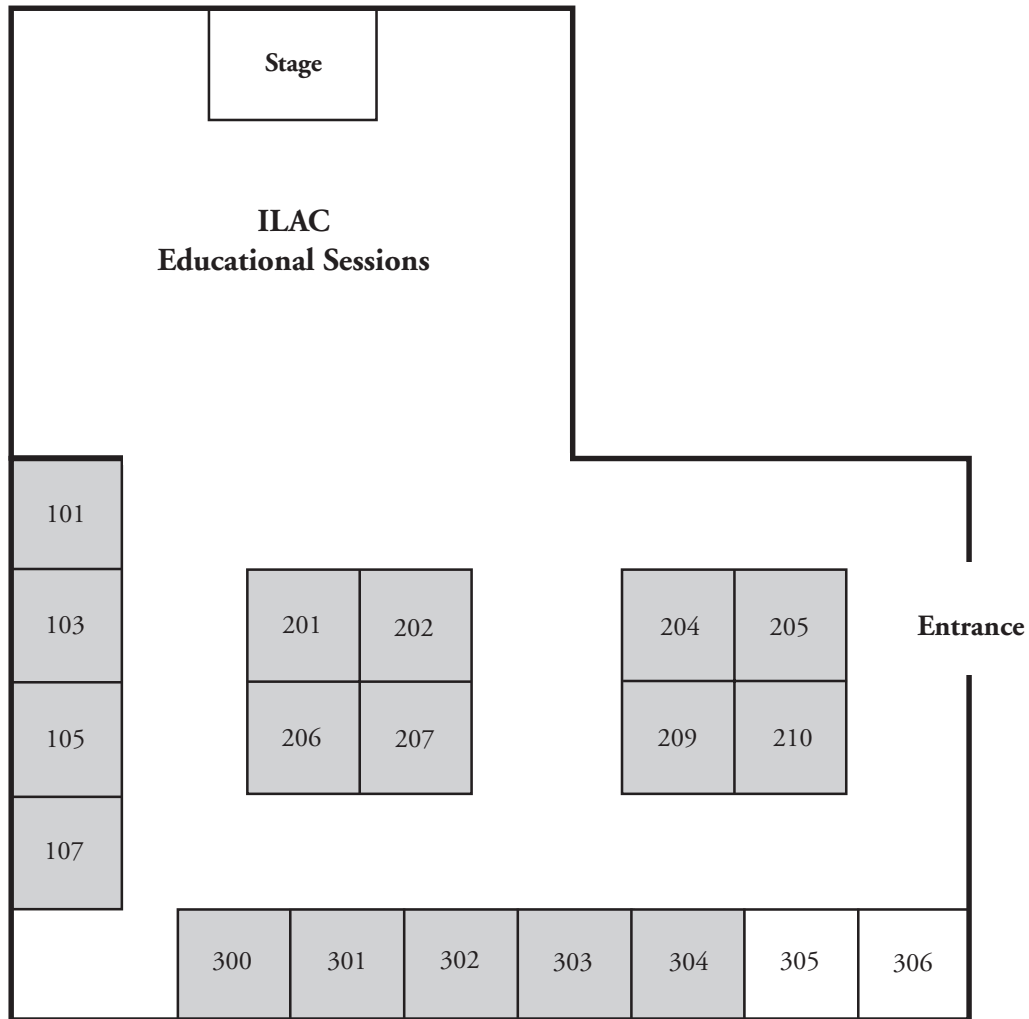
David Mello
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Elsie Grote
Conference Coordinator
Tel.: (425) 803-2900 Fax: (425) 803-6830
E-mail: ElsiePGRI@aol.com



-ILAC Congress 2002-

April 6-9, 2002 • 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 and 6

-Exhibit Booth Application and Contract-

The best locations are going fast! Reserve yours today!

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

Check each show that applies:

ILAC Congress 2002, April 6-9, Hilton Cancun Beach and Golf Resort, Cancun, Mexico

Name/Title: _____

Company: _____

Address: _____

City: _____

State/Prov./Zip/Postal Code: _____

Tel.: _____ Fax: _____

Signature: _____

E-mail: _____

ILAC Congress 2002 Exhibit Booth Location Choice:

1st Choice #: _____

2nd Choice #: _____

3rd Choice #: _____

4th Choice #: _____

5th Choice #: _____

For assistance or more information, please contact:

David Mello
202-244-9301
f: 202-244-9302
davemello@earthlink.net
www.PublicGaming.org

Payment Terms and Options:

Please charge to my credit card Please invoice me

Standard exhibit booth costs for ILAC are \$2,895 per exhibit space which includes one registration per booth. Full payment is due with your application for ILAC. **Full refund if space is cancelled 90 days before event.** Payment is accepted by American Express, MasterCard or Visa credit cards. Complete below for charges.

Amount: U.S.\$ _____ Card Number: _____ Exp. date: _____

Signature: _____ Date: _____

Fax back to 425-803-6830



Last Year's ILAC Congress Lottery Participants

Aruba	Aruba Lottery
Bolivia	Lotería Nacional de Beneficencia y Salubridad
Brazil	Lotería do Estado de Santa Catarina Lotería do Estado do Rio de Janeiro Superintendência de Loterías do Estado de Goiás
Colombia	FEDELCO (Federación de Loterías de Colombia) Lotería de Cucutá Lotería de Manizales Lotería del Atlántico Lotería del Cauca Lotería del Huila Lotería del Quindío Sorteo Extraordinario de Navidad
Commonwealth of Dominica	Dominica Lotteries Commission
Czech Republic	SAZKA a.s.
Ecuador	Lotería Nacional
El Salvador	Lotería Nacional de Beneficencia de El Salvador
Germany	Tipp24 AG/German On-line Lottery
Grenada	Grenada National Lottery Authority
Guatemala	Lotería del Niño
Honduras	PANI (Patronato Nacional de la Infancia)
México	Lotería Nacional para la Asistencia Pública Pronosticos para la Asistencia Pública
Peru	Sociedad Beneficencia De Lima Sociedad Beneficencia del Callao
Russia	MIG Lotto
St. Lucia	St. Lucia National Lottery Authority
St. Vincent & The Grenadines	National Lottery
USA	Florida Lottery Georgia Lottery Corp. Iowa Lottery Multi State Lottery Association Rhode Island Lottery
Venezuela	Lotería de Oriente Lotería del Tachira Lotería Super Cuatro Lotería Beneficencia Publica Zulia



Last Year's ILAC Congress Vendor Participants

American Lite Company
AWI
Betware Ltd.
Canadian Bank Note Group
CashCode Co., Inc.
Cirsa Global Lottery Corp.
Cirsa Interactive Corporation, S.L.
Comverse
Creative Games International
Editec
eLottery
FunLotto
Gaming Integrity Consultants Inc.
Gibson Companies Inc.
GTECH Corp.
IGT
International Gamco
ISA-Impresores de Seguranca Associados Ltda.
ITV Games
Jonathan Goodson Productions
Kanzaki Specialty Papers
KPMG Consulting
Lottery Technology Enterprises
Nter Technologies
Oberthur Gaming Technologies
Pollard Banknote Limited
Publicis, Sanchez & Levitan
Schafer Systems Inc.
Scientific Games International
Serchi S.A.
Smartplay International Inc.
Sunshine Electronic Display
Take-A-Ticket, Inc.
The Chadwick Group

ILAC CONGRESS 2002

April 6-9, 2002 • Hilton Cancun Beach and Golf Resort • Cancun, Mexico
Co-Hosted by Public Gaming Research Institute, Inc. And the National Lottery of Mexico

Theme for the Congress:

More Games, More Revenues, More Benefits

April 5, Friday

Noon - 5pm Exhibit Setup

April 6, Saturday

8am - 3pm Exhibit Set-Up

9am - 8pm Registration Open

3pm - 5pm Opening Ceremonies

WELCOME TO ILAC 2002

Speaker: Duane Burke, Chairman/CEO, Public Gaming Research Institute

WELCOME TO MEXICO AND PRESENTATION BY THE DIRECTOR GENERAL

Speaker: Laura Valdes de Rojas, Director General, National Lottery of Mexico

GENERAL SESSION I

SHOWING OF TV ADS SUBMITTED BY LOTTERIES

TV ads that have been submitted by Latin and Caribbean lotteries will be shown and will be voted on by attendees. Awards will be presented on the last day of the Congress.

MORE INSTANT GAMES & LICENSED GAMES MEAN MORE REVENUES

This session will give actual case histories of new and innovative ways to increase revenues through instant game sales. We will also introduce new products, promotions and services that can assist your lottery.

This session will also include ideas on sharing advertising and game show production costs to enable better quality advertising for the same money that you are spending now.

5pm - 8pm Welcome Cocktail Reception

Sponsor: Smartplay International and Schafer Systems

April 7, Sunday

9am - 7pm Registration Open

10am - Noon General Session II

ADVERTISING AND PROMOTION

How to Advertise and Promote Lottery Products to Increase Sales.

Our lineup of speakers from around the world will show and tell you how they increase awareness of their lotteries and increase sales through the use of advertising and promotion. The ideas will range from advertising campaigns and branding to the simplest of ideas that any lottery can do on limited budgets and resources.

BIG REVENUES FROM ON-LINE GAMES; FOR LOTTERIES BIG AND SMALL

On-line lotto and other games that depend upon computerized systems and electronic

terminals are now within financial reach for many more lotteries due to lower costs. Specific examples will be reviewed followed by a Q & A session.

TRADITIONAL GAMES AND HOW TO MAXIMIZE SALES

Better advertising and marketing can improve what lotteries can earn from the traditional lottery games. Special games, holiday games and special prizes will also be covered.

Noon - 3pm Lunch in Exhibit Area

Sponsor: Lotería Nacional para la Asistencia Pública

3pm - 5pm General Session III

GREAT IDEA AND NEW PRODUCTS FORUM

This year we have added the New Products Forum to this session to give you a chance to see the newest lottery products that can help you increase sales. There are a lot of really great new products available now that can help your lottery.

MULTI-STATE LOTTERIES-SUPER JACKPOTS, SUPER SALES

There is more than one way to organize and operate a multi-jurisdictional lottery. If you haven't thought it possible before, you may find that things have changed and you can now run a lottery game with your neighbors.

VIDEO LOTTERY – KING OF THE HILL FOR PRODUCING REVENUE

US and Canadian lotteries have shown that your lottery revenues can go through the roof if you can add video lottery to your lottery product line.

5pm - 8pm Cocktail Reception in Exhibit Area

Sponsor: Scientific Games

April 8, Monday

9am - 1pm Registration Open

9am - 11am General Session IV

GAME SHOWS FROM AROUND THE WORLD AND PROMOTIONAL TIE-IN STRATEGIES

Examples of games shows and TV drawing shows from Mexico, South America, North America and Europe. Experts will discuss what makes game shows and drawing shows work best. Sharing game shows and production costs will also be discussed. The use and effectiveness of promotional tie-ins and promotional events will also be discussed.

11am - 1pm Brunch in Exhibit Area

Sponsor: Intralot S.A.

1pm - 5pm Exhibit Tear-down

Afternoon Open for private meetings

April 9, Tuesday

8am - 11am Registration Open

10am – Noon General Session V

ILAC TV ADVERTISING CONTEST AWARDS

ATTENDEES FORUM AND PLANS FOR THE FUTURE

Noon ILAC 2002 ADJOURNED

-Congreso ILAC 2002-

Formulario de Inscripción/Registration Form

6-9 abril, 2002 • 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 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 **5 de marzo** del 2002.

- 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 Orbeagozo, Coordinadora de la Conferencia al **425-821-8361** (Tel/Fax), rorbeagozo@hotmail.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 \$144.** Sírvase mencionar que Ud. concurrirá al Congreso de ILAC, para recibir las tarifas especiales. El hotel tiene un número limitado de habitaciones reservadas para este Congreso hasta el **5 de marzo.** Tarifa por habitación: **US \$144.**

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 5, 2002.** 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 2002 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 \$144. Space is limited. Reserve your room before the March 5 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 #: _____

Fecha de vencimiento/Exp. date: _____ / _____ En letra de imprenta/Print name: _____

Firma/Signature: _____

**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**



**RESERVATION FORM
ILAC CONGRESS
APRIL 6-9, 2002**

The Hilton Cancun Beach and Golf Resort will be accepting reservations by means of this form duly filled out for the dates of **April 6-9, 2002**. Group rates will be honored **3 days prior and 3 days after** group program (April 6-9,2002). Following please find instructions to make a reservation.

The Hotel will accept reservations as of **January 15, 2002**. Please identify yourself as part of the ILAC group block. As of March 15^h, 2002 the Hotel will release the unsold portion for general sale, however will continue to receive reservations subject to availability at the prevailing group rates.

Please fill out this form and fax it at the following fax numbers: 1 888 568 4464 or 011 52 9988 81 8080.

Reservations e-mail: reservations@hiltoncancun.com
 Calling directly to the hotel Tel.: 011 52 9988 81 8000 ext. reservations
 For Mexico participants Tel.: 01 800 849 1047 (Toll free for Mexico only)
 For international participants Toll free number: 1 888 594 2483

To receive confirmation number please include your e mail address.

Please fill out the following :

Type of room	Rate	Single	Double	Extra person
Superior	USD\$144.00	<input type="checkbox"/>	<input type="checkbox"/>	USD\$50.00
Beach Club	USD\$194.00	<input type="checkbox"/>	<input type="checkbox"/>	USD\$50.00
Jr. Suite	USD\$349.00	<input type="checkbox"/>	<input type="checkbox"/>	USD\$50.00
Master Suite connecting	USD\$658.00	<input type="checkbox"/>	<input type="checkbox"/>	

Above rate is subject to 10% federal tax and 2% lodging tax on a E.P. basis (no meals included)

SERVICE CHARGE: Portorage **USD \$ 4.50** per person in /out
 Room Attendant **USD \$ 3.50** per room per day

DATE OF ARRIVAL _____ DATE OF DEPARTURE _____

LAST NAME/NAME :			
COMPANION			
ADDRESS :			
CITY :	STATE :	ZIP CODE :	
TELEPHONE :	FAX NUMBER :	E MAIL:	

Credit card number: _____
 Type of credit card: _____ Exp.Date: _____
 Card holder name : _____

I authorize Hilton Cancun to charge my credit card (the above number) a one night stay plus applicable taxes (10% tax and 2% lodging tax) at the time of reservation.

Please note that in order for the hotel to proceed with the reservation, a copy of both sides of the credit card will be needed, if credit card copy is not attached the Hilton Cancun will not be able to make reservation.

Cancellations received within (15) days prior to the date of arrival will be subject to a 2 nights room charge plus applicable tax.

It is my understanding that 7 days prior to my arrival the hotel must have a 2 nights accommodation plus tax charged to my credit card. No Show will be subject to 2 nights charge.

Signature