

INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS

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

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

BULLETIN

May 27, 2004

**37 Lotteries from 16
countries have confirmed
for the combined
EXPO/ILAC Conference.
40 Lotteries are 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

**Control Board
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 ANSELM
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

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

GUATEMALA
Loteria de Santa Lucia
LIC. MANUEL LOPEZ
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

***Note: Many lotteries will send multiple reps
so 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

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

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

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, with 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 you are able to get
the group discount*

Please make hotel reservations by

June 4



Public Gaming Research Institute's INTERNATIONAL LOTTERY EXPO & ILAC CONGRESS 2004 Loews Miami Beach Hotel, Miami Beach, Florida June 28-July 2

Dear Colleague,

You are invited to participate in PGRI's exciting, *combined International Lottery Expo and ILAC Congress for 2004*.

This combined meeting gives you the opportunity to sell to more prospective domestic and international lottery decision-makers than ever before.

You can enhance your prospects for success at this conference by having an exhibit of your products and services and/or by sponsoring one of the various events. The attractive alternatives for exhibiting and sponsoring are covered in the enclosed materials.

As an exhibitor or sponsor you will have a variety of benefits but most important among them is the opportunity to participate as a speaker or panelist on the conference's professional program. This will give you the opportunity to explain the benefits of your products while at the same time getting increased attention for your company and its range of products.

In addition, you are invited to have a tie-in ad in the June issue of Public Gaming International magazine. With this issue you get the bonus of having your ad and associated editorial content at the meeting as well as reaching all of the lotteries of the world as a part of PGRI's normal distribution of PGI magazine.

Representatives of 38 lotteries from North America, Latin America, the Caribbean, Europe and Asia attended these meetings last year. A similar number are expected this year.

And remember Public Gaming's objective is to help you sell your innovative and new products and services to the lotteries in order to help them grow. So, use these conference exhibiting, sponsorship and advertising opportunities to your best advantage and let us know how else we can help you. A form is enclosed to solicit your interests and possible participation on the program.

We are looking forward to your participation.

With best regards,

Duane Burke
CEO, Public Gaming Research Institute

Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033 USA
Phone: 800-493-0527, 425-985-3159, FAX: 800-657-9340, 425-232-2564
Website: www.publicgaming.org Email: sburke@publicgaming.org



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INVITATION TO PARTICIPATE

Theme: Revenue Growth Through Innovation & Expansion of Products

Please check (✓) the subjects of interest and indicate those which you would like to actively participate.

Note any date or time constraints regarding your program participation. Thank you.

Fax completed form to PGRI @ 1-800-657-9340 or 206-232-2564. Tel: 425-985-3157

PARTICIPATION PREFERENCE (Please Check)

| TOPICS | SPEAKER | PANELIST | OBSERVER |
|--------------------------------------------|------------------|-----------------|-----------------|
| New Products | | | |
| New Innovations | | | |
| New Licensed Properties | | | |
| New Strategies for Video Gaming | | | |
| New Scratch-Off Game Innovations | | | |
| New On-Line Game Innovations | | | |
| New Internet –Uses for Lotteries | | | |
| New Wireless Delivery Systems | | | |
| New Innovations in Marketing | | | |
| New Innovations in Advertising | | | |
| New Innovations in Public Relations | | | |
| | Suggested | Topics | |
| | | | |
| | | | |
| | | | |



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Be an Official Sponsor

What a Sponsorship Entitles You To:

- Opportunity to Welcome Attendees to Your Event During General Session:
- **Multiple Opportunities to Participate on the Program as a Panelist or Speaker**
- On-site signage at your event featuring company name and logo
- Advance information on pre-registered attendees
- Company logo, greeting and recognition in official Show Program
- Company acknowledgment in pre-show promotions to lotteries
- Follow-up acknowledgment in **Public Gaming International Magazine**

| | |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------|
| Welcome to Florida Reception | Reception on Monday: \$4,500 5pm – 7:30pm in the Circles of Learning |
| Good Morning Continental Breakfast | Monday, Tuesday, Wednesday & Thursday: \$3,000 each day 8:30 – 9am in the Circles of Learning |
| Welcome to New Gaming Executives Lunch | Lunch on Tuesday : \$3,000 Noon – 2:30 in the the Circles of Learning |
| New Technologies for Growth Lunch | Lunch on Wednesday: \$3,000 - Noon – 2pm in the Circles of Learning |

We look forward to helping you through a sponsorship.

Email: duaneburke@aol.com, cell-Tel: 425-985-3157

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

Ph: 800-493-0527, 425-985-3159 FAX: 800-657-9340, 206-232-2564

CONFERENCE REGISTRATION FORM

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

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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

EXHIBIT SPACE ORDER FORM

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Name & Title: _____

Company: _____

Address: _____

Telephone: _____ Fax: _____

E-mail: _____ Web Site: _____

EXHIBIT OPTIONS:

Table Top Exhibit Space: \$995; includes 6'x2.5' table; 2 chairs

Circle of Learning: \$2895; (78 sq ft.) includes one free registration; table, two chairs, carpet, electrical, waste basket, easel

Double Circle of Learning: \$5290; (175 sq ft) includes two free registrations; table, four chairs, carpet, electrical, waste basket, easel

SPACE CHOICES:

1st Choice: Exhibit Space Number _____

2nd Choice: Exhibit Space Number _____

3rd Choice: Exhibit Space Number _____

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: _____

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General Session Seating Area

T2

T3

T4

T5

T
1

T
6

C-6

C-7

C-8

C-9

C-10

C-4

C-5

DC-4

DC-5

C-1

C-2

C-3

DC-1

DC-2

DC-3

Entrance

Entrance