

To: Lottery CEO's, IALS Members, Marketing Directors, PR/Communications Directors

Public Gaming Research Institute Inc.'s

INTERNATIONAL

MORNING REPORT

Your weekly supplement to
Public Gaming International Magazine
December 22, 2003

HOT OFF THE PRESSES. PGRI announces two industry conferences. Please mark your calendars now to attend and participate in the Institute's **SMART-Tech** 2004 meeting at the Peabody Hotel, Memphis, Tennessee, Feb. 6-9; and our **combined ILAC Congress and Lottery Expo** 2004, June 28-July 2, Loews Miami Beach Hotel, Miami Beach, Florida.

DEFRANCISCO LEAVES NEW YORK FOR GEORGIA. New York Lottery Director **Margaret R. DeFrancisco** is leaving her position in order to take up the vacant position at the helm of the Georgia Lottery Corporation. There is no immediate replacement for DeFrancisco in New York, where she ran the games since 1999.

PAUL TO SELL TELC TV DRAWS. Tennessee Education Lottery Corporation CEO Rebecca Paul looks to be seeking bids from television stations that want to air the TELC draws. Apparently, she has been trying to sell the stations on the fact that viewing numbers increase dramatically in the five minutes before and after the drawing.

MANITOBA MAY ALLOW SUNDAY VLTs. Manitoba's gaming minister may allow bar owners to operate video lottery terminals on Sundays. Unlike other provinces, Manitoba forces bars to shut down their gambling machines on Sundays, while the same machines continue to operate at casinos and racetracks. The Manitoba Hotel Association and Bar owners have been lobbying hard for this change; seeing it as a way to level the playing field.

WV SENDS TROOPS HOLIDAY PACKAGE. Approximately 2,650 members of West Virginia's Army and Air National Guard serving in Iraq or awaiting deployment will be receiving holiday packages thanks to the West Virginia Lottery. The packages include a lottery T-shirt and copies of the two music CDs produced by the Lottery, 'Songs of Home' and 'Songs for America.'

VA & GTECH JOIN FOR AFTER SCHOOL ADVANTAGE. Have you ever heard of a lottery program in which everyone wins? The new After School Advantage computer center at



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INSTANT GAME SALES WILL GROW LIKE MAGIC.
MAGIC 8 BALL
MDI
A SCIENTIFIC GAMES COMPANY

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Bethel Community Services in Richmond's Historic Jackson Ward is just such a program. Officials from GTECH joined Virginia Lottery Execs and other local dignitaries to unveil the center. The After School Advantage program provides state-of-the-art computers, software and high-speed network connectivity, to non-profit community agencies such as Bethel Community Services. It is designed to be a safe, fun learning opportunity for at-risk students.

FLORIDA GIVES AWAY JAGS TICKETS. The Florida Lottery reportedly purchased 350 tickets for the Jacksonville Jaguars' final home game against the New Orleans Saints on December 21 and gave them away to fans. The first 175 fans who lined up at the ticket window near Gate 2 at 10 a.m. the day of the game received two free tickets each if they presented a non-winning lottery ticket purchased in the last six months. The promotion is part of a sponsorship deal with the Jaguars.

MO JACKPOT ALERTS VIA EMAIL. Missouri Lottery players are now able to track jackpots via email. Once players create or log in to their existing My Lottery account, a free new on-line service that offers players a variety of benefits and more opportunities to win at molottery.com, they have the option to choose the jackpot amount at which point they wish to be notified by email. Players can choose from a list of the following amounts: \$50 million, \$75 million, \$100 million or \$150 million. They may also choose "Always" from this list to receive an email notification after every Powerball drawing, regardless of the amount. Lotto players also have the same advantage to be alerted of increasing jackpots.

COMMITTEE SEEKS EXPANDED GAMBLING IN KS. A gubernatorial-appointed committee is ready to recommend a limited expansion of gambling in Kansas, including building a casino near the Kansas Speedway. It's been estimated that expanded gambling could net the state \$30 million to \$70 million annually. The committee hasn't decided whether the proposed casino should be owned by a state or an Indian tribe.

FL SAYS NO TO SPACE-TRIP. The Florida Lottery decided to not offer a trip to the space station as a prize after a focus group said they would rather win cash. Space Adventures, based in Virginia, tried to sell the Lottery on offering a trip to the international space station aboard a Russian-owned Soyuz spacecraft. Other options besides the trip to the space station were a suborbital ride in a spacecraft, at an estimated cost of \$100,000, and an aircraft ride that achieves zero-gravity, at an estimated cost of \$5,000 to \$15,000.

CAMELOT BRINGS CHRISTMAS ONLINE. The UK National Lottery is adding more instant games to its online line-up: Prize Puddings (top prize - £5,000), Cash Machine (top prize - £20,000) and Hot Cards (top prize - £10,000), All

three are Christmas-themed games. The games cost £1 and can be found at The National Lottery website.

JAMAICA TO CHANGE WINNINGS TAX. After seeing a sharp fall in Lottery sales, the Jamaican Government is planning to amend its tax on lottery winnings. It's been reported that once changed, the 15% tax will only be applicable to prizes in excess of \$15,000.

NZLC GIVES AWAY 20 VEHICLES FOR HOLIDAYS. Kiwi motorists are in for a very special Christmas with 10 MINI Cooper S cars and 10 Toyota Land Cruiser Prado RV 4-wheel drive vehicles being given away on December 27 by the New Zealand Lotteries Commission. This is a special Christmas draw building on successful special draws for other cars held throughout the year. Holdens and Volkswagen Beetle Cabriolets have been given away previously.

HUNGARIAN LOTTERY SEES BIG YEAR. Hungary's Szerencsejáték Rt is set to announce Ft120 billion in revenues for this year, well up from its original forecast of Ft94.5 billion. The increase in revenue is being attributed in part to a record lottery jackpot of Ft5.08 billion which finally produced a single winning ticket on December 1.

E-TRANSACTIONS IN CHILE. Chile's Polla Chilena de Beneficencia has signed up e-transactions portal Miscuentas to provide its customers with an online prepaid payment option. The two companies are operating under a one-to-two week trial period. Customers must register through one of the portals and charge their credit card in order to place a wager.

COMPANY ANNOUNCEMENTS

EGET TO PROVIDE INTERNET SPORTS BETTING TO ESTONIA. European Game & Entertainment Technology Ltd Ab, signed an agreement to deliver an Internet gaming system to the Estonian licensed gaming operator Spordiennustus A/S. The system, which will be released during spring 2004, will offer betting, mainly on sports events, to Estonian players. The delivery shall be done in co-operation with Alands Penningautomatforening.

GTECH SIGNS IN SRI LANKA. GTECH signed a 10-year integrated services contract with the Mahapola Higher Education Scholarship Trust Fund to be the provider of online, instant, and passive lottery technology and management services in Sri Lanka. The contract includes a five-year extension option. GTECH will deploy the company's Enterprise Series architecture, and initially will install approximately 1,000 Altura terminals on an island-wide IP-based communications network. The number of terminals is expected to grow over time. GTECH anticipates launching the new system in mid-2004.

INTRALOT BUYS TEKTRON. Intralot bought Peruvian gambling operator Tektron SA in a deal worth euro15.6 million (US\$19.06 million), giving it a leading role in that country's market. Intralot fully owns Tektron after buying a 50 percent stake owned by IBM Peru and the remainder from Peruvian media companies. The

company said Tektron 1,400 sales points would be added to the 1,000 sales points already owned by the Greek company's already existing local subsidiary, Intralot de Peru.

INTRALOT SIGNS 7-YEAR DEAL IN NE. Intralot Inc. is announcing the successful execution of its On-Line Gaming System Contract with the Nebraska Lottery, following a series of background investigations required by the State of Nebraska. Intralot will install its LOTOS™ On-line gaming computer system and provide approximately 1,500 of its Coronis full-function terminals at retailer locations across the state. Commencing on July 1, 2004, the term of the contract is for seven years with one 2-year extension option. Intralot will provide the Lottery with all new state-of-the-art gaming equipment, software and related services, with significant emphasis placed on increasing sales through the development and implementation of customized and innovative marketing and promotional programs.

MULTIMEDIA INSTALLS ELECTRONIC BINGO IN ALABAMA. Multimedia Games has entered into a definitive agreement to install its interactive electronic standard-sequence bingo game player stations at Victory Land Dog Track in Shorter, Alabama, marking the company's entry into the charity bingo market.

LOTTERY PEOPLE

Dudley Lehew, director of communications for the Louisiana Lottery Corporation, has been honored with the Public Relations Association of Louisiana's 2003 First Circle Award, which is given annually to PRAL members who have performed outstanding work in the field of public relations over their careers. Lehew serves on the PRAL board of directors and holds the national Accredited in Public Relations certification (APR) as well as a Senior Practitioner designation.

Joan Beatty was sworn in as Minister of Culture, Youth and Recreation by Saskatchewan Lt.-Governor Lynda Haverstock. Her new position requires her to oversee the Interprovincial Lotteries. Ms. Beatty is the first Aboriginal woman elected to the Saskatchewan legislature, and the first Aboriginal woman to serve in the provincial cabinet.

Scientific Games announced that three new directors have joined its board. The directors, **Ronald O. Perelman**, **Howard Gittis**, and **Barry F. Schwartz**, joined the board subsequent to MacAndrews & Forbes Holdings' purchase of a 24% stake in Scientific Games. Ronald Perelman is the chairman and CEO of MacAndrews & Forbes. Howard Gittis is a director and the vice chairman and chief administrative officer of MacAndrews & Forbes. Barry F. Schwartz is executive vice president and general counsel of MacAndrews & Forbes, overseeing and managing the legal function at MacAndrews & Forbes and its operating entities.

Submit material for next week's Morning Report by
Wednesday of this week to Toddpr2@aol.com



December 15, 2003

Dear Lottery Associate:

It is with great pleasure that I invite you to attend SMART-Tech 2004 in Memphis, Tennessee, **February 6-9**. I have co-hosted SMART-Tech conferences with Public Gaming Research Institute in past years, but this year is special for me because we are about to start the exciting, new Tennessee Education Lottery!

As the newest lottery in North America, the Tennessee Education Lottery will have the benefit of the latest and best in lottery products, services and technology and we will be happy to share our experiences with you. But I will also look forward to hearing the experiences and smart ideas that you are willing to share. Probably like yourselves, I always come away from SMART-Tech with ideas that I can apply to increase revenues. So, be sure to take advantage of this great learning and sharing opportunity.

We look forward to seeing you in Memphis for SMART-Tech and to help us celebrate the start of the Tennessee Education Lottery.

Sincerely,

A handwritten signature in black ink that reads 'Rebecca'. The signature is written in a cursive, flowing style.

Rebecca Paul
President and CEO



Public Gaming Research Institute, Inc.

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Home Office: (425) 653-1253 • Fax (425) 378-2748 • Cell (425) 985-3157
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YOUR INVITATION TO SMART-TECH 2004

Co-Hosts: Public Gaming Research Institute, Inc.
And the Tennessee Education Lottery Corporation
February 6-9, 2004
Peabody Hotel, Memphis, TN

December 15, 2003

Dear Lottery Associate:

PGRI's SMART-Tech is always an important forum for promoting ideas to make the lotteries more successful. Again this year, PGRI will strive, especially, to make SMART-Tech 2004 a springboard for lotteries to see new ways to help their states close the gap between budgetary needs and serious shortfalls in traditional state revenues. From cutting edge ideas to better application of well know concepts, SMART-Tech will help lotteries and suppliers look ahead and be more successful.

Revenue growth comes in many forms including, expansion of product offerings based on successes elsewhere, improved marketing of existing products, improved retailer sales strategies, improved advertising, reduced operating costs and the addition of products new to the lottery industry. All of these strategies for growth will be explored by the experts participating in the program.

We look forward to your contribution to helping the lotteries grow by participating in SMART-Tech 2004.

A SMART-Tech registration form is enclosed with this note. I encourage you to register for the conference and to make your hotel reservations before the holidays begin - the cut-off for hotel rooms is **January 6**. Please complete the form and fax it to PGRI at **800-657-9340** or **425-415-2125**. Or, alternatively, e-mail the information to sburke@publicgaming.org. The direct dial number for the Peabody Hotel is **901-529-4000**.

If you have questions or need help with your registration or hotel reservations, you can call PGRI at **800-493-0527** or **425-765-4119** or call me personally at the numbers listed below.

We hope to see you at SMART-Tech 2004 at the Peabody Hotel in Memphis, Tennessee, **February 6-9**.

Sincerely,

A handwritten signature in black ink that reads 'Duane V. Burke'.

Duane V. Burke
President & CEO

duaneburke@aol.com
www.publicgaming.org
Tel.: 800-493-0527
Mobile: 425-985-3157



SMART-Tech 2004
Memphis, TN

Low-Cost, High-Visibility Exposure!

With **Table-top** exhibits only \$495 and **Circles of Learning** reduced to \$1,495, **ALL** companies can now benefit from exhibiting at SMART-Tech!

Win Lottery Business **SMARTER** This Year With A **Circle of Learning** or **Table-top** Exhibit at SMART-Tech.

- Bring your **SMART** products, ideas and solutions to Memphis but leave your expensive booth behind.
- Display, demonstrate and receive feedback on your products and services, people and ideas, solutions and technologies **without shipping and building an elaborate booth.**

With the **Tennessee Education Lottery** just starting up, exhibiting at SMART-Tech is the **best** way to win business with this new lottery as well as other new lotteries.

Take advantage of this new business environment, which will be more conducive to interaction and education, by calling PGRI at **800-493-0527 / 425-765-4119** or visit us at www.publicgaming.org.

BONUS FOR EXHIBITORS!

Participation as a Speaker on the SMART-Tech Program is available to exhibitors! If your company has expertise in any of the following areas, contact PGRI for details on how to participate on the Program.

SMART-TECH PROGRAM TOPICS

- Video Lottery
- Internet and eCommerce
- Instant Tickets
- On-line Games
- Maximizing Retailer Performance
- Instant Ticket Distribution
- SMART Ideas

Extra Value for Exhibitors! All companies that exhibit will receive a **FREE** 1/4 page SMART Product Showcase advertorial in the February show issue of **Public Gaming International**.

For more details on exhibiting at SMART-Tech, please call PGRI at **800-493-0527** or **425-765-4119**.

David Mello

Tel.: 425-985-3159
davemello@earthlink.net

Susan Burke

Tel.: 800-493-0527 / 425-765-4119
sburke@publicgaming.org

Duane Burke

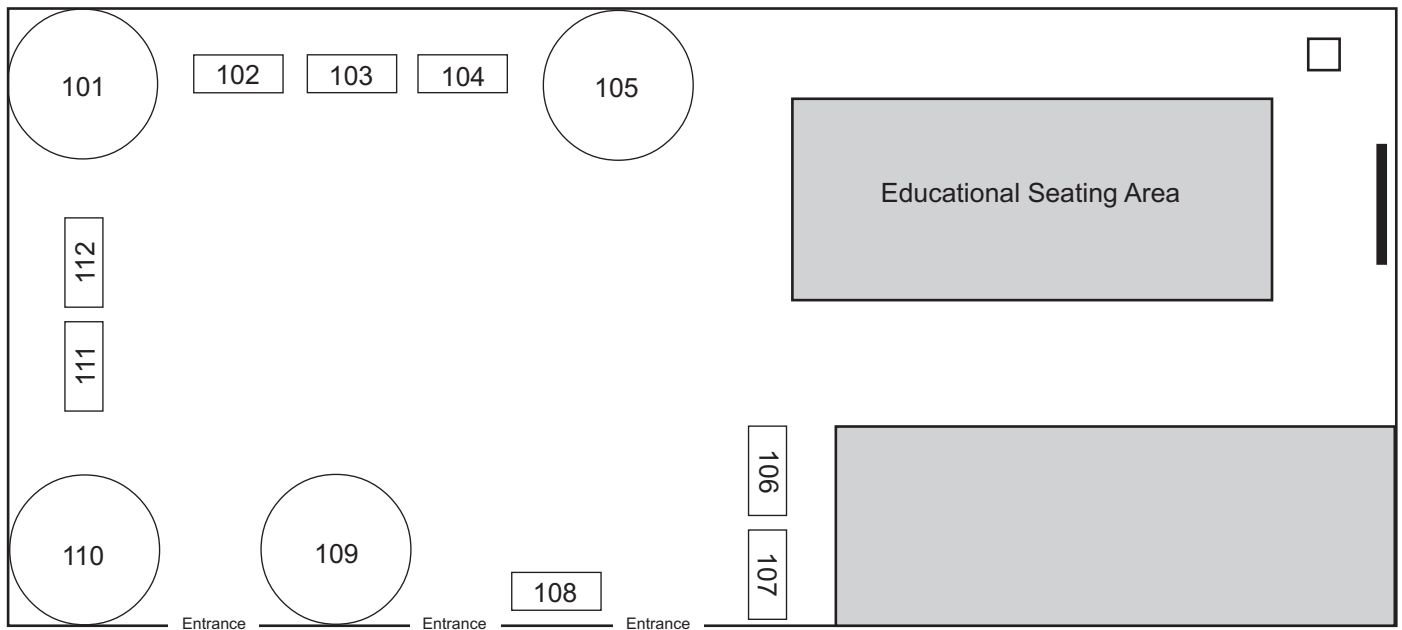
Tel.: 425-985-3157
duaneburke@aol.com



SMART-Tech 2004
Memphis, TN

SMART-Tech 2004

February 6-9, 2004 • Memphis, TN • The Peabody Hotel
Co-hosted by Public Gaming Research Institute, Inc.
and the Tennessee Education Lottery Corp.



Important Exhibit Notes:

- All **Circles** have a diameter of 10'
- All **Table-tops** are 6' wide by 30" deep
- Located in the Hernando DeSoto Ballroom
- Ceiling height is 10'
- Ballroom is carpeted

Tentative Agenda

February 6 (Friday)

8am-3pm Exhibit Set-Up
4pm-5:30pm Opening Session I
5:30pm-7:30pm Cocktail Reception in exhibit area

February 7 (Saturday)

8:30am-9am Coffee and Danish in exhibit area
9am-12:30pm General Session II
12:30pm-2:30pm Lunch in exhibit area
2:30pm-5:30pm General Session III
Evening Open

February 8 (Sunday)

8:30am-9am Coffee and Danish in exhibit area
9am-Noon General Session IV
Noon-2pm Lunch in exhibit area
2pm-4pm SMART Ideas Presentations
Evening Open

February 9 (Monday)

8:30am-9am Coffee and Danish in exhibit area
9am-11am General Session V and Awards
11am SMART-Tech Adjourned

**-Circle of Learning and Exhibit Booth Application and Contract-
All locations are good, but space is limited! Reserve yours today!**

Please fill out this form and fax back to **800-657-9340**. Please mail original and payment to:
Public Gaming Research Institute
218 Main St.
Suite 203
Kirkland, WA 98033, USA

Or charge to American Express, MasterCard, or Visa (see below).

Name / Title: _____
E-mail: _____
Company: _____
Address: _____
Address: _____
Tel.: _____ Fax: _____
Signature: _____

SMART-Tech Exhibit Options:

- Circle of Learning \$1,495: includes space (78 sq. ft.), carpet, 4 chairs, and one badge/ registration
- Table-top Exhibit \$495: includes table (6' by 30") and two chairs

SMART-Tech '04 Circle of Learning Location Choice:

1st Choice #: _____
2nd Choice #: _____
3rd Choice #: _____
4th Choice #: _____

SMART-Tech '04 Table-top Exhibit Location Choice::

1st Choice #: _____
2nd Choice #: _____
3rd Choice #: _____
4th Choice #: _____

Payment Terms and Options:

- Please charge to my credit card
- Please invoice me

Amount: U.S.\$ _____ Date of Purchase: _____
Card Number: _____ Exp. date: _____
Signature: _____
Name on Card: _____

**For assistance or
more information,
please contact:**

Duane Burke
425-985-3157
duaneburke@aol.com

Susan Burke
800-493-0527 / 425-765-4119
sburke@publicgaming.org

David Mello
425-985-3159
davemello@earthlink.net

Fax back to 800-657-9340 or 425-415-2125



SMART-Tech 2004
Memphis, TN

SUCCESS!

BE AN OFFICIAL SMART-TECH SPONSOR!

What a Sponsorship entitles you to:

- Logo Slideshow on General Session Screen During Your Event: ***NEW for SMART-Tech!***
- Opportunity to Welcome Attendees to Your Event During General Session: ***NEW for SMART-Tech!***
 - 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 preregistered 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***

What a Sponsorship does for you:

- COMMUNICATES your solid reputation in the industry.
- DEMONSTRATES your concern for your customers.
 - INCREASES your company name recognition.
 - REINFORCES your product awareness.
 - PROMOTES good customer relations.
 - PROJECTS your successful image.

SMART-Tech Sponsorships:

- ***“Congratulations Tennessee Education Lottery!”*** Reception: \$4,500
 - ***“Welcome to Memphis”*** Buffet Lunch: \$2,500
 - ***“New Products for Growth”*** Buffet Lunch: \$2,500
- ***“Good Morning”*** Coffee and Danish (all 3 days): \$2,500

For more details on SMART-Tech, please call PGRI at **800-493-0527** or **425-765-4119**.

David Mello

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Susan Burke

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SMART-Tech 2004
Memphis, TN

SMART-Tech 2004 Registration Form

Co-Sponsored by Public Gaming Research Institute and the Tennessee Education Lottery Corp.
February 6-9, 2004 • Peabody Hotel • Memphis, TN

Conference Registration Fees and Information:

Complete registration form below and return by fax to **800-657-9340** or **425-415-2125**. Alternatively, you may register via e-mail by providing the same information to the following e-mail address: **sburke@publicgaming.org**. For more information and assistance, please call PGRI at **800-493-0527** or **425-765-4119**. Payment is accepted by check or credit card. Checks must be in U.S. funds made payable to Public Gaming Research Institute, 218 Main St., Suite 203, Kirkland, WA 98033.

No refunds after January 6th.

Fax back to Public Gaming Research Institute at 800-657-9340 or 425-415-2125

First Name: _____ Last Name: _____

Title: _____ First Name for Badge: _____

Organization: _____

Address: _____

City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____

E-mail: _____ Spouse's Name, if attending: _____

Category (check one):

Vendor **\$895** Lottery/Government (No Charge)

Method of Payment: Check AMEX MasterCard Visa

Credit Card #: _____ Exp.: _____

Signature: _____

Print Name (as it appears on card): _____

Hotel Reservations:

Make room reservations directly with the Peabody at **901-529-4000** or **1-800-PEABODY**. Be sure to mention SMART-Tech for discounted room rates. **Deadline for discounted hotel rate is January 6, 2004.**

Public Gaming Research Institute

Phone: 800-493-0527 / 425-765-4119 • Fax: 800-657-9340 / 425-415-2125

publicgam@aol.com • www.publicgaming.org

Fax back to Public Gaming Research Institute at 800-657-9340 or 425-415-2125

SMART-Tech 2004

Co-Sponsored by Public Gaming Research Institute and
THE TENNESSEE EDUCATION LOTTERY
February 6-9, 2004 • Peabody Hotel • Memphis, Tennessee

Program Schedule and Outline

FEBRUARY 6, FRIDAY

8 am-3 pm Exhibit Setup
11 am-7:30 pm Registration Open
3 pm-5:30 pm OPENING SESSION

Welcome to SMART-Tech 2004

Speaker & Co-host: Duane Burke, CEO, Public Gaming Research Institute

WELCOME TO TENNESSEE!

THE TENNESSEE LOTTERY START-UP STORY

Sharing the story of the newest lottery in North America – an application of the latest technology and a wealth of lottery experience

Speaker & Co-host: Rebecca Paul, CEO, Tennessee Education Lottery

GUEST SPEAKER – To be announced

SMART-TECH LEADERSHIP FORUM

An open-format panel discussion on what is happening, what is important and trends in the lottery industry today.

Panelists:

The Leadership Forum is invariably one of the most popular features of SMART-Tech. Here lottery leaders share their views on topics important to the industry. Panelists will be comprised of some of the most knowledgeable people from lottery and supplier organizations in North America.

5:30 pm-7:30 pm **“CONGRATULATIONS TENNESSEE EDUCATION LOTTERY!” RECEPTION**
Sponsor: To be announced

FEBRUARY 7, SATURDAY

8 am-4:30 pm Registration Open
8:30 am-9 am **“GOOD MORNING” COFFEE & DANISH**
Sponsor: To be announced

9 am-12:30 pm GENERAL SESSION II
VIDEO LOTTERY/RACINOS TO EXPAND

The lottery industry's most profitable product, in the locations where it is implemented, is headed for major expansion into new jurisdictions.

Presentations and a panel discussion.

INSTANT GAMES & LICENSED PRODUCTS – THE PRODUCT LEADER

Instant games with licensed product themes are becoming the hottest growth games for lotteries. Instant games continue to lead others in sales for most lotteries.

THE VALUE OF COOPERATIVE TYPE SERVICES

Products aren't enough. To be most successful today, lotteries need the range of support services available from lottery suppliers.

GROWING REVENUES WITH MULTI-STATE GAMES

Multi-State games continue to be key to on-line game revenues with Texas just starting, Tennessee set to decide on which multi-state game to choose and North Dakota preparing to start with Powerball.

Presentations and a panel discussion.

EXCITING NEW PRODUCTS WITH PROMISE

The new game card being implemented in Iowa shows definite promise. Other new products are expected to be highlighted, also. Presentations.

12:30 pm-2:30 pm **“WELCOME TO MEMPHIS” BUFFET LUNCH**
Sponsor: To be announced

2:30 pm-4:30 pm GENERAL SESSION III

STRATEGIES TO IMPROVE RETAILER PERFORMANCE

With the added emphasis on the need for higher revenues, added emphasis has been given over the past year to new strategies for increasing sales with the help of the retailers.

Presentation and panel discussion.

REVENUE RAISING INNOVATIONS IN ON-LINE GAMES

Although on-line games have been in the doldrums, new strategies are showing promising results.

Panel discussion.

Evening Open

FEBRUARY 8, SUNDAY

8 am-3 pm Registration Open

8:30 am-9 am **“GOOD MORNING” COFFEE & DANISH**
Sponsor: To be announced

9 am-11:30 am GENERAL SESSION IV

SMART-IDEAS THAT CAN IMPROVE YOUR LOTTERY

These SMART-IDEAS will be presented by lottery and supplier representatives to help lotteries be more successful.

11:30 am-1:30 pm **“NEW PRODUCTS FOR GROWTH” BUFFET LUNCH**
Sponsor: To be announced

1:30 pm-3:00 pm GENERAL SESSION V

MARKETING & OTHER USES OF THE INTERNET & eCOMMERCE

The Internet is becoming a common tool for all commerce, except lottery. 2004 will see expansion in the use of the Internet by lotteries.

Panel discussion

3:00 pm-on OPTIONAL TOUR OF GRACELAND
Details to come

Evening Open

FEBRUARY 9, MONDAY

8:30 am-9 am **“GOOD MORNING” COFFEE & DANISH**
Sponsor: To be announced

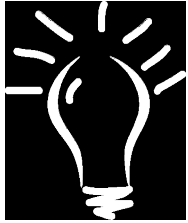
9 am-10 am GENERAL SESSION VI

OPEN FORUM ON IMPROVING LOTTERY REVENUES

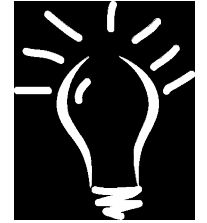
All additional ideas are welcome from lottery and supplier representatives alike on how lotteries can best improve revenues.

SMART IDEA AWARD PRESENTATIONS

10 am MEETING ADJOURNED



SMART IDEAS



SMART-Tech 2004

February 6-9, 2004 • Memphis, TN • The Peabody Hotel

Do You Have One?

The lottery industry has honored people, advertising and promotions. At SMART-Tech, we honor ideas and the people who have them.

There will be **THREE** categories:

- 1** To the person, department, lottery or lottery supplier with the most effective **cost-saving** idea. How did you save money for the organization and still do the job effectively or perhaps better?
- 2** To the person, department, lottery or lottery supplier with the best **revenue-enhancing** idea. A promotion? A game? A technology? Or just a simple change that took something you had and made it a better revenue generator.
- 3** To the person, department, lottery or lottery supplier using a **new technology** that led to revenue generation, enhancement or savings and/or better service. A new communications system, a new POS piece, a new way to distribute or sell your products. The key word is **NEW**, and you're the first on the block to have it.

The SMART IDEAS will highlight the creativity of lotteries, lottery suppliers and their staffs. The actual dollar amount is not as important as the originality of the idea and its effectiveness.

All presenters of SMART IDEAS at SMART-Tech 2004 will receive a "**Golden Idea Award**" trophy to take home and display in recognition of their unique contributions to the lottery industry.

Presentation of SMART IDEAS will be on **Sunday, February 8, 2004**. Awards will be presented at the end of the General Session on **Monday, February 9, 2004**.

To present SMART IDEAS, please fill out the below form and fax to Duane Burke at **425-378-2748** or e-mail to duaneburke@aol.com. The deadline for participation in SMART IDEAS is **January 30, 2004**. Additional SMART IDEAS presentations in multiple categories is allowed.

Name: _____ Title: _____

Organization: _____

Phone: _____ E-mail: _____

Title of Presentation: _____

Category: cost-savings revenue-enhancing new technology

**Fax this form to 425-378-2748 or e-mail above information to duaneburke@aol.com.
For more information, please call Duane Burke at 425-985-3157 or visit www.publicgaming.org.**



SMART-Tech 2004
Memphis, TN

HOTEL ALERT!

In order to receive the discounted hotel rates of \$149 (government) / \$169 (corporate) at the Memphis Peabody Hotel, please make your hotel reservations directly with the hotel by **January 6**.

Be sure to mention
SMART-Tech when calling:
Tel.: 901-529-4000 or 1-800-PEABODY
www.peabodymemphis.com

**For more information on SMART-Tech,
please contact Public Gaming Research Institute**
Phone: 800-493-0527 / 425-765-4119 • Fax: 800-657-9340 / 425-415-2125
publicgam@aol.com • www.publicgaming.org