

PUBLIC

# GAMING

I N T E R N A T I O N A L

World's most widely read Lottery-Racino-Gaming magazine • Video, Racino, Casino, Internet, Wireless, Online, Scratch-Off

To: Lottery, Video Gaming & Racino Executives  
Interested in Growth, Expansion & Added Success

Public Gaming Research Institute Inc.'s  
*International*

## MORNING REPORT

Your weekly supplement to  
*Public GAMING International Magazine*  
January 31, 2005

### SMART-Tech 2005

#### Over 50 Organizations Registered

Public Gaming Research Institute is pleased to announce the following key speakers and moderators for SMART-Tech 2005 in Las Vegas at the Bellagio Hotel, February 28 to March 3.

#### KEYNOTE SPEAKERS

- Dr. Stanek, President and CEO of the Iowa Lottery Authority
- Mr. A. Lorne Weil, President, CEO and Chairman of the Board of Scientific Games, Inc

#### SPECIAL GUEST SPEAKERS

- Mr. Ted Arneault, President and CEO, MTR, Inc.
- Mr. Guy Simonis, Founding President of the World Lottery Association; Industry Statesman

#### PANEL MODERATORS

- Mr. Don Johnson, Deputy Director, Delaware Lottery
- Mr. Rande Kerns, Director of Regulation and Compliance, ILAC of Guatemala

- Mr. Chuck Kline, Vice President, MDI – A Scientific Games Company
- Ms. Penny Kyle, Director, Virginia Lottery
- Mr. John Musgrave, Director, West Virginia Lottery
- Mr. Tom Neiman, Vice President, JCM of America
- Ms. Rebecca Paul, President & CEO, Tennessee Education Lottery
- Mr. Ed Trees, Deputy Executive Director, Pennsylvania Lottery
- Mr. Alan Yandow, Executive Director, Vermont Lottery

#### KEY PROGRAM PARTICIPANTS

(To be announced)

#### PROGRAM SCHEDULE

##### Monday, February 28

- 10 AM Registration
- 2 PM Orientation for new people
- 3 PM Welcome  
Keynote Speech  
Leadership Forum
- 5 PM Reception
- 7 PM Evening Open

##### Tuesday, March 1

- 8 AM Coffee & Danish
- 9 AM Keynote Speech  
Panel Discussions
- 1 PM Luncheon
- 3 PM Panel Discussions
- 5 PM Evening Open

##### Wednesday, March 2

- 8 AM Coffee & Danish
- 9 AM Panel Discussions
- 11AM Smart Idea Presentations  
and Voting for Top 10
- 1 PM Luncheon
- 3 PM Technology Tour
- 5 PM Evening Open

##### Thursday, March 3

- 8 AM Coffee & Danish

9 AM Smart Idea Awards  
Closing Discussion  
Suggestions for Meetings  
11 AM Conference Adjourned

### REGISTRATION DETAILS

Register on-line at [www.publicgaming.org](http://www.publicgaming.org), fax the enclosed registration form or call 425-985-3159.

### VENDOR SPONSORSHIPS & EXHIBITING

Call Raquel at 425-765-4119 or Susan at 425-985-3159. Details are also available at [www.publicgaming.org](http://www.publicgaming.org).

### HOTEL RESERVATIONS

Please call the Bellagio reservations directly at 702-693-7444 or 888-987-6667. Be sure to mention SMART-Tech or Public Gaming Research Institute. **A room discount rate of \$159 is available only through February 1.**



### COMPANY ANNOUNCEMENTS

**ME EXTENDS SCI-GAMES.** Scientific Games Corporation announced that the Maine Bureau of Alcohol and Lottery Operations has extended the company's lottery contract four additional years through June 2011. The four-year extension was the maximum possible under the existing contract and is worth an estimated \$40 million over its term. Scientific Games provides instant lottery tickets and related services as well as online lottery services to the Maine Lottery. Under the new agreement, Scientific Games will also provide the Lottery with 300 new EXTREMA® online lottery terminals and 300 instant and online self-service ticket checkers. A portion of the EXTREMA terminals will go toward expanding the Maine Lottery's distribution system.

**ISLE OF CAPRI SELECTS IGT'S ADVANTAGE.** Isle of Capri Casinos, Inc. plans to deploy the IGT Advantage™ Casino System to replace legacy systems in six of its casinos over the next 12 months, including Isle of Capri casinos in Biloxi, Vicksburg and Lula, Miss., Black Hawk, Co., the company's Colorado Central Station Casino in Black Hawk, Co., and one other location that is currently under consideration. A combined total of nearly 7,000 gaming machines will feature the NexGen™ Interactive Display supporting a full set of exciting, loyalty-building Bonusing™ tools. Isle of Capri Casinos, Inc. has also agreed to purchase 2,700 IGT gaming machines for its properties.

### CYBERVIEW SIGNS WITH ASIAN GAMEWORKS.

Cyberview Technology has entered into an agreement with Asian Gameworks Ltd. of Las Vegas giving the licensing rights to Cyberview Technology to place on its downloadable gaming platform the latest two games from Asian Gameworks. The games are directed towards the growing world-wide Asian communities. 'Ye Ha Hai', is an old Chinese game played with dice that have pictorial representations on each face, in lieu of pips. 'Lucky Reel Poker' is a bonus feature that can be added to any base video poker game."



**MGAM ACQUIRES SIGMA.** Multimedia Games recently acquired certain assets of Sigma Game Inc. ("Sigma"), in an all-cash transaction for an undisclosed amount. Sigma is a privately-held Las Vegas designer, developer, manufacturer and distributor of, among other products, mechanical reel slot and video gaming machines. Pursuant to the purchase, MegaBingo, Inc., a wholly-owned subsidiary of Multimedia, acquired substantially all of Sigma's intellectual property, including patents, trademarks and game themes, as well as at least 350 gaming machines and the related fabrication molds and tooling equipment. Multimedia plans to deploy these gaming machines in Class III tribal and commercial casinos in various jurisdictions. Subject to regulatory approvals, Multimedia also secured the right to acquire the corporate stock of Sigma, which holds gaming licenses in many domestic gaming jurisdictions, including Nevada and New Jersey.

**AMBERBOCK TO SPONSOR WPT.** Anheuser-Busch's Michelob AmberBock will sponsor Season Three of the WORLD POKER TOUR® (WPT) on the Travel Channel, becoming the official beer sponsor of the WPT. The sponsorship enables Michelob AmberBock to capitalize on an audience that already reached 25 million unique viewers last season. The WORLD POKER TOUR will broadcast tournaments filmed at leading casinos from Las Vegas to New Jersey, beginning with the launch of its Third Season on March 2, 2005. Airing every Wednesday night at 9 p.m. ET/PT on The Travel Channel.

### PROGRESSIVE GAMING TO ACQUIRE

**VIRTGAME.** Progressive Gaming International Corporation has entered into an exclusive agreement to negotiate to acquire VirtGame Corp. in a stock swap valued at approximately \$20 million. VirtGame is a provider of open architecture gaming software primarily focused on the delivery of central server-based slot games and centrally managed sports betting.

**PINNACLE SELECTS IGT.** Pinnacle Entertainment, Inc. has selected the IGT Advantage™ Casino System for the company's new L'Auberge du Lac Hotel & Casino scheduled to open this Spring in Lake Charles, Louisiana. This comprehensive system installation enables Pinnacle

Entertainment to offer its customers an interactive, state-of-the-art gaming experience and a robust loyalty marketing program. L'Auberge du Lac will be the largest single-deck riverboat casino in the United States. The one-of-a-kind gaming floor will feature 1,650 slot machines showcasing IGT's NexGen™ Interactive Displays with Bonusing™ software and the EZ Pay™ ticketing solution. Pinnacle Entertainment also signed an agreement with IGT to purchase 2,280 gaming machines for its various casino properties.



**MGAM IN ISRAEL.** Multimedia Games has been selected by Mifal Hapayis, the operator of the Israel National Lottery, to provide an Electronic Instant Lottery System. Pursuant to the agreement, Multimedia will sell Mifal Hapayis a complete gaming system, including central determinant system technology; management, test, monitoring, and accounting systems; on-site training; game themes; and delivery of an initial 500 EIL point-of-sale terminals to be deployed at 150 retail locations throughout Israel. The initial minimum value of the purchase and service agreement is approximately \$8.5 million, which includes a one-year system warranty. The system and initial player terminals are currently scheduled to begin operation in the second half of Multimedia's 2005 fiscal year.

## VIDEO GAMING/RACINOS

**FLORIDA SLOTS ON BROWARD'S MARCH 8 BALLOT.** Florida slots cleared another hurdle when the Broward County Commission voted 8-1 to put an amendment on the March 8 wide ballot that would legalize slots at parimutuel facilities in the county.



**ONTARIO STOPS EXPANDING.** The Ontario government announced its gaming strategy, which includes no additional casinos, an increased focus on social responsibility and a commitment to ensuring the competitiveness of Ontario's gaming industry. The government today announced that there will be: no additional commercial or charity casinos; no additional racetrack slot facilities, beyond Picov Downs and Quinte Exhibition and Raceway; no [video lottery terminals \(VLTs\)](#) in neighborhood bars and restaurants; no slot machines in bingo halls; and no provincial involvement in Internet gaming.

## MOHEGAN TRIBAL GAMING AUTHORITY COMPLETES ACQUISITION OF POCONO DOWNS.

The Mohegan Tribal Gaming Authority (the "Authority"), operator of Mohegan Sun, has completed its acquisition of the entities owning Pocono Downs, a standardbred harness

racing facility located on 400 acres in Wilkes-Barre, Pennsylvania as well as five Pennsylvania off-track wagering (OTW) operations located in Carbondale, East Stroudsburg, Erie, Hazleton and Lehigh Valley (Allentown). The Lehigh Valley (Allentown) OTW is a 28,000 square-foot facility and is the largest OTW in the state of Pennsylvania. With the closing of the transaction, the Authority, through the Pocono Downs entities, has the right to apply for a Category One slot machine license under Pennsylvania's gaming law which application, if approved, would initially permit the installation and operation of up to 3,000 slot machines at Pocono Downs. Upon receipt of a gaming license, the Authority plans to develop a new slot machine facility at the Pocono Downs site, which it anticipates will open in fiscal year 2006. The new facility will also include restaurants, lounges and a small entertainment venue. The Authority anticipates that it will spend up to \$175 million on the construction, furnishing and equipping of the new facility, in addition to paying a one-time \$50 million fee to the Commonwealth of Pennsylvania upon receipt of a gaming license. The Authority paid approximately \$280 million for the Pocono Downs entities, purchasing the facilities from Penn National Gaming.



## DIVERSIFIED TO CONSTRUCT ONTARIO RACINO.

Diversified Racing Investments Inc. announced that it has closed the acquisition of 137.5 acres in Belleville, Ontario and expects in the near future to begin construction of the new Quinte Exhibition and Raceway. Diversified acquired the land through its wholly owned subsidiary, Belleville Racetrack Development Corporation ("BRDC") and in conjunction with the land closing, BDRC has also completed its financial commitment under the servicing agreement with the City of Belleville dated October 28, 2004. On December 3, 2004, BDRC formalized its agreement with the Belleville Agricultural Society ("BAS") to acquire their rights for the QER racing license and potential slot machine privileges.

**OR COMMISSION APPROVES LINE GAMES.** The Oregon State Lottery Commission voted unanimously to move ahead with adding slot-type games to video poker terminals in bars and taverns throughout Oregon. The decision was 4-0, one seat on the commission remains unfilled. Plans are for the games to begin July 1, the start of the next two-year state budget period.

**SUNGOLD SIGNS UP FLAGLER.** Sungold International Holdings announced that its wholly owned subsidiary Horsepower(R) Broadcasting Network International Ltd., and Flagler Greyhound Track have entered into a five year Horsepower(R) ARA license agreement. Horsepower is an exciting, progressive, pari-mutuel wagering system that is designed to generate Million Dollar+ jackpot prizes, daily for race fans buying Horsepower(R) tickets at participating racetracks.



**SLOTS AT BRAZILIAN OTB.** Carnegie Cooke & Company, Inc. announced installation of slot machines at its Campos OTB location and newly renovated OTB's in Rio de Janeiro where permitted. The Campos OTB location has been seeing better than expected horse wagering and slot revenues.



**OLGC DISTRIBUTES \$16.6 MILLION.** Ontario Lottery and Gaming Corporation has issued \$16,697,903 in third-quarter non-tax gaming revenue payments to 22 host communities of charity casinos and slots-at-racetrack facilities. The third-quarter payment for fiscal 2004/2005 brings to more than \$313 million in total distributions these host communities have received, since these programs were launched. Each charity casino host municipality receives five percent of the gaming facility's gross slot machine revenue. In addition, host municipalities of slots at racetracks receive five percent of the gross slot machine revenue for the first 450 machines, and two per cent for any machines above that number. Funds are used at the discretion of the municipality. Tracks and their horse people also share in the revenue generated by the slots-at-racetrack program, with 20 percent of gross slot machine revenue split evenly between the two groups. Since the launch of the program in 1998, more than \$1.37 billion has been shared equally between racetrack owners and their horse people.

**VLT LEGISLATION ABOUNDS IN MD.** The Maryland House of Delegates will reportedly be flooded with proposals this to legalize VLTs this session. It is again likely that a bill will come from Governor Robert Ehrlich and Senate President Thomas V. Miller calling for 15,500 terminals at four tracks. Another bill calls for 13,500 VLTs at five tracks, while others anticipate a referendum similar to that which Florida just passed, in which each county would decide if machines could be in their jurisdiction. Other bills are also expected.

## INTERNET/WIRELESS

**TIPOS ADDS ONLINE SPORTS BETTING.** Tipos recently added a new product to its portfolio – online sports betting (TIP-KURZ). Tipos is the first company in Slovakia to enable its customers to place bets on sports via Internet.

**PARLAY LAUNCHES TO U.K. STYLED BINGO SITES.** Parlay Entertainment Inc. announced the launch of two new Bingo sites targeting the United Kingdom's emerging online Bingo market. Bingos.co.uk and BingoMania.co.uk join existing Parlay licensee, thepalaces.com, as the only Sterling based, 90-number Bingo games on the Internet. Although other Bingo sites targeted towards the UK exist,

they offer only a North American style 75-number game that is not familiar to British Bingo players. Parlay's "Bingo 90" product is the first online implementation of the game that truly recreates the manner in which Bingo is played in traditional UK clubs.

## LOTTERY NEWS

**WV RFP.** The West Virginia Lottery is seeking bids for hardware, software and affiliated maintenance for a central computer system for its video lottery operations. The Request for Proposal (RFP) will be issued as "LOT 319" from the State Purchasing Division on February 1, 2005. Companies interested in obtaining more information should contact the Division's Buyer, Mr. Chuck Bowman, at 304-558-2157.



**KS PARTNERS WITH BOATMAKER FOR NEW GAME.** The Kansas Lottery's newest game includes a promotion partnering with Cobalt Boats and Wichita Festivals Inc., producer of the Wichita River Festival. A Cobalt 220 boat and the Wichita River Festival logo are featured on the \$5 scratch ticket. The game offers a \$25,000 top prize. Included in the game prize structure is a "FREE BUTTON" in the bonus scratch area. The "FREE BUTTON" tickets are good for admission to over 80 events at the Wichita River Festival, May 6 through May 14, 2005. This year's Festival expects to draw more than 350,000 people to the event. Non-winning Cobalt Splash 'n Cash tickets can be entered in the Lottery's second-chance drawing, which will be held on May 14, 2005, at the Wichita River Festival. The grand prize package includes a Cobalt 220 boat, valued at approximately \$51,000, a boat trailer and boating accessory package. Mandatory federal and state income withholding taxes and other applicable initial taxes and fees, bring the total approximate value to \$71,000.

**CHOCOLATE SCENTED VALENTINE'S DAY TICKETS.** The Iowa Lottery recently launched Sweet Rewards, a \$1 scratch game with a Valentine's Day theme. Its pink-and-red tickets feature graphics of a heart-shaped box of chocolates. Prizes in the game range from \$1 to \$200. The Iowa Lottery worked with the company that prints its instant-scratch games to produce the sweet-smelling tickets. As part of the process that applies latex to the front of scratch tickets, scented ink was substituted for regular ink. Tiny capsules of chocolate scent were applied to the edges of the latex area on the front of the Sweet Rewards tickets. The chocolate smell will be released when players scratch their tickets. There are dozens of other scents, from popcorn to peanut butter, that can be used on tickets.

**PAC-MAN BITES INTO NJ SALES.** New Jersey Lottery players who grew up on arcade games now are using those quarters for something else: to scratch-off **Pac-Man!** Pac-Man,

the best-selling coin-operated game in history, is now available as an instant game from the New Jersey Lottery. In just four weeks, the game has produced sales of about \$2.7 million and has become a favorite of scratch-off game players. The average instant game produces sales of approximately \$1.9 million over the same time period. Priced at \$2.00, Pac-Man offers a top-prize of \$30,000. Since Pac-Man Mania is also a Bonus Zone game, players can register their three non-winning Pac-Man Mania tickets for a second chance to win a Pac-Man Arcade Game or a Pac-Man Prize Pack.

**MO LAUNCHES RAFFLE-STYLE PROMO.** Missouri Pick 3 players are getting an added bonus! From Feb. 1-28, more than \$230,000 will be awarded to Pick 3 players through the "*Pick 3 Bonus Bucks Raffle*" promotion, the Missouri Lottery's first raffle-style promotion. Players can win three ways: by matching their favorite numbers, through a weekly raffle and instantly. During the promotion, for every \$1 or greater Pick 3 single-ticket purchase made for either the Midday or Evening drawing, a raffle ticket will be generated by the Numbers Games terminal. Once a week, a drawing will be held to select the winning raffle numbers. Only the raffle numbers produced that week prior to the drawing will be included in the weekly drawing. Through each of the four raffle drawings, four winners of \$2,500 and one winner of \$10,000 will be drawn. During the final raffle drawing, one grand-prize winner of \$50,000 will be randomly selected from among all the raffle numbers issued during the four-week promotion. In addition to the raffle portion, players also have the chance to win \$10 instantly during the four-week promotion. More than 350 times per day across the state, a "Bonus Cash" voucher will follow a Pick 3 purchase, which is good for an instant cash prize of \$10. When this happens, the tune "We're In The Money" will play.

**6 PLAYS FOR \$5 WITH GROUPEUR.** The Florida Lottery launched Grouper today – allowing players to buy six quick picks for \$5. Retailers will receive double commissions on Grouper sales for the first three months the option is available. The Lottery is also launching new terminals, and redesigned play slips.

**THE PRICE IS RIGHT IN NE.** Until the end of January, Nebraska Lottery's web MVP Club members can enter serial numbers from non-winning tickets in the The Price Is Right \$5 Scratch game for a chance to win a trip to Hollywood. One winner will receive a trip for two to Hollywood to see a taping of the popular game show, The Price Is Right. The Grand prize will include roundtrip airfare for two to Los Angeles, and lodging at the luxurious Grafton on Sunset Hotel. The trip is valued at \$4,750 and the Nebraska Lottery provides \$1,000 in spending money. Six winners will receive a Nebraska Lottery prize pack, including ten free The Price Is Right \$5 Scratch tickets.

**VA STREAKS PAST \$15 BILLION.** The Virginia Lottery reached two major milestones as the second quarter of fiscal year 2005 came to a close. Executive Director Penelope W. Kyle announced the best second quarter in the Virginia Lottery's history as nearly \$330 million in sales were reported from October through December 2004. Kyle also announced that the Virginia Lottery has passed the \$15

billion mark in total sales since the Lottery began in September 1988. The record sales figure for the second quarter continues a hot streak for the Virginia Lottery. First quarter ticket sales for fiscal year 2005 also set a record. Not only that, but the just-ended 2004 calendar year was the best ever in the Virginia Lottery's 16 year history, with sales of \$1.305 billion. That is more than a 10 percent increase over the previous calendar year. For the second half of the fiscal year, the Lottery plans to keep the hot streak alive with new and exciting scratch games such as World Series of Poker \$100,000 Texas Hold 'Em, available at retailers February 28.

**BUDGET SHORTFALL COULD SPELL LOTTERY IN NC.** A \$1.2 billion revenue shortfall may become the impetus for a lottery in North Carolina. The shortfall is greeting 21 new members in the state House, as well as some returning members who were formally opposed but now see no other alternative. If a lottery is not implemented, it is likely that other taxes will have to be raised.

**NEVADA LOTTERY?** Nevada's Democratic lawmakers intend to introduce another lottery plan during the 2005 legislature. To get a Nevada lottery, the state constitution would have to be changed, and the legislature would have to approve it in two consecutive sessions. Then voters would have to pass it as well. It's been estimated that a lottery could raise \$30 to \$50 million for the state.

**WA ADDS DRAW.** The Washington State Lottery Commission recently agreed to add a third draw for its Lotto and Quinto games. Starting February 14, drawings for the games will be held on Mondays, Wednesdays and Saturdays.

**RENTA TO PAY RENT FOR LIFE.** SAZKA players can now win their monthly rent for the rest of their life with RENTA. The CZK 30 game will pay up to CZK 30,000 per month until the end of the winner's life. Another prize offers CZK 100,000 per month for ten years.

**VEIKKAUS ACHIEVES 8.8% GROWTH.** Veikkaus' turnover amounted to €1,260.8 million in 2004, representing a growth of €101.5 million (8.8%) over the previous year. The Lottery reached growth in all its product groups. The total turnover of the lotto games was €493.5 million (+ 8.5%). In the games of skill it was €328.7 million (+14.2%). Other online games were sold for €291.7 million (+7.1%) and instant games for €146.9 million (+1.8%). The Lottery also reached the lottery funds objective fixed in the State budget, €375.8 million. This means that Veikkaus returned over one million Euros to its beneficiaries - the Finnish arts, sports, science and youth work - via the Ministry of Education.

## CASE STUDY

### NEW YORK CASE STUDY DREAM BIGGER 2005 PROMOTION

This Valentine's Day the New York Lottery will send 20 lucky couples to celebrate at a fantasy location that most of us can only dream about...a castle! What better way to spend the most romantic holiday weekend of the year!

Dubbed the Dream Bigger at Oheka Castle Sweepstakes, this promotion captures the very essence of “dreaming bigger,” which also happens to be the popular theme for the New York Lottery’s multi-jurisdiction Mega Millions game. On Valentine’s weekend, sweepstakes winners will fly JetBlue or take an Amtrak train, depending on their city of origin, to magnificent Oheka Castle on Long Island where they will enjoy a luxurious weekend getaway for two. The Lottery’s special guests will be pampered with lavish accommodations, gourmet meals, spa services and decadent amenities.

“As the second largest private residence ever built in America, Oheka Castle represents what the Lottery is all about – dreaming bigger! The added bonus is that Oheka Castle is located right here in New York,” said Lottery Director Nancy Palumbo. “Due to its romantic appeal, the Dream Bigger at Oheka Castle Sweepstakes has helped us increase our customer base by reaching out to those who, otherwise, may not have participated in the lottery. By increasing our customer base with fun and entertaining promotions like this one, the New York Lottery continues to increase its sales numbers and contributions to education.”

The majority of New York Lottery promotions are done in cooperation with other businesses, agencies or media outlets. The key to effective promotional partnerships is ensuring that all parties benefit from the relationship. Promotions frequently help lotteries draw attention to a new product, build the brand and, as in this case, attract new customers. New York has established some basic guidelines for executing sweepstakes promotions:

- Establish a limited time offer so customers are compelled to act.
- Make the offer as exclusive as possible to create demand.
- Make sure that partners have made a meaningful investment.
- Advertise; A promotion without advertising is like a party without invitations.
- Maintain a clear and simple message.

From January 3, 2005 through January 28, 2005, New Yorkers were offered a chance to enter the Dream Bigger at Oheka Castle Sweepstakes by mailing in any non-winning New York Lottery game ticket, along with an official entry form, to one of seven post office boxes in the state based upon region. Entries were available at the nearly 16,000 New York Lottery retail locations and on the heavily trafficked New York Lottery website, [www.nylottery.org](http://www.nylottery.org).

With over 76, 000 mailed entries received to date, much of the success of the Dream Bigger Oheka Castle Sweepstakes has been credited to creative advertising. The retail point of sale resembled a big red and white lace valentine featuring an eye-catching photo of the majestic Oheka Castle and the headline “Some weekend homes are much bigger than others” and the Lottery’s website featured a pop-up button encouraging Sweepstakes participation. Television commercials presented a juxtaposition of Valentine’s romantic imagery with the magnificence of an opulent castle which created an effective call to action for entry into the contest. Radio advertising featured a couple speaking in a very “proper” British accent. As they rave

about their exotic weekend, scrumptious meals and “high tea,” their son reminds them that they are, after all, from Long Island.

**Please submit material for next week’s Morning Report by Wednesday of this week to [Toddpgr2@aol.com](mailto:Toddpgr2@aol.com)**

## **HOTEL ROOM ALERT**

### **SMART-Tech 2005**

**February 28-March 1**

**Bellagio Hotel, Las Vegas**

**The deadline for discounted sleeping rooms at the Bellagio Hotel for SMART-Tech 2005 is February 1.** The discounted rate is \$159 per room night, single or double. Make your reservations by February 1 to ensure that you get a room at the discounted rate.

Please call the Bellagio reservations directly at 702-693-7444 or 888-987-6667. Be sure to mention SMART-Tech or Public Gaming Research Institute to get the discount.





# SMART-TECH 2005 – Bellagio Hotel

## February 28 – March 3, 2005

### CONFERENCE REGISTRATION FORM

Please fill out this form and fax back to 206-232-2564. Please mail original and payment to:

Public Gaming Research Institute, 218 Main Street, #203, Kirkland, WA 98033, or charge to American Express, MasterCard, or Visa (see below).

Each Registration is \$895.00

Conference registration includes all events, cocktail parties, continental breakfasts, luncheons, exhibit hall, all conference seminars, off-site events.

**\*\*\*THERE IS NO CHARGE FOR LOTTERY, GOVERNMENT, CASINO, RACING OR RACINO EXECUTIVES \*\*\*\***

Contact/Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State/Prov./ \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
Tel.: \_\_\_\_\_ Fax: \_\_\_\_\_  
Signature: \_\_\_\_\_  
Email: \_\_\_\_\_

Number of Registrations \_\_\_\_\_ Total \$ \_\_\_\_\_

#### Payment Terms and Options:

Please charge to my credit card \_\_\_\_\_ Please invoice me \_\_\_\_\_

Payment is accepted by American Express, MasterCard or Visa credit cards.

Fill-in below for charges.

Amount: \_\_\_\_\_  
Card Number: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Name on Card: \_\_\_\_\_

**HOTEL RESERVATIONS: CONFERENCE ROOM RATE \$159/ ROOM**  
**Bellagio Hotel, 3600 S. Las Vegas Blvd., Las Vegas, NV 89109**  
**Contact Room Reservations Department at (888) 987-6667, (702) 693-7444**  
**or on the website at www.bellagio.com under the PUBLIC GAMING /**  
**SMART-TECH 2005 to get special room rate.**