

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
January 5, 2004

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.

RAY BATES CONDITION. Ray Bates, Director of the Irish National Lottery, suffered a heart attack last week. He will likely be out of the office for approximately 4 weeks. We wish him all the best.

BOTH MULTI-STATES TOP \$100 MILLION. Both Powerball and Mega Millions had jackpots that eclipsed the \$100 million mark over the holidays. Mega Millions reached \$162 million before being won, and Powerball climbed all the way to \$221.5 million before two players hit the numbers. It's believed to be the first time both games had jackpots over the century mark at the same time.

ND POWERBALL LAUNCH-DATE SET. North Dakota Attorney General Wayne Stenehjem announced that ND will start selling Powerball tickets on March 25. The Lottery has already chosen more than 300 of its 319 retailers.

TN UNVEILS TICKETS. The Tennessee Education Lottery unveiled its first four Instant tickets. Tennessee Millionaire costs \$1 and features prizes of up to \$1,000 and an opportunity to enter one of three grand prize drawings that will give players the chance to win \$1 million. Offering a top prize of \$25,000 is Tennessee Treasures – a \$2 ticket depicting regional scenes such as Downtown Chattanooga, Knoxville's Sunsphere,



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Memphis' Beale Street, Nashville's downtown Arena and Unicoi County's Red Fork Falls. Lucky 7's offers a chance at up to \$7,000 for the cost of \$1. It's not hard to guess the top prize of the ticket called \$100,000 Jackpot – the ticket sells for \$5.

ND LOGO CHOSEN. The North Dakota Lottery logo contest, open to students in state, private and tribal colleges, has produced a composite winner. Elements from many of the suggested designs were put together to produce a logo containing the state outline dominated by a large red ball and yellow sunburst. "North Dakota" runs across the top of the logo, utilizing the same font that is used to promote tourism in the state. LOTTERY runs across the bottom of the logo in all-white caps, with a red dot between each letter.

SCEL HELPS SCHOOL GET TOP PROF. The University of South Carolina hired its first top scientist with the help of the state's lottery-funded endowed chairs program. Richard Webb, who was a top physics professor at the University of Maryland, will lend his expertise to the USC's nanoscience program. The state set aside \$30 million in state lottery proceeds to help USC, Clemson University and the Medical University of South Carolina recruit top scientists like Webb. The research they produce is expected to jump-start the state's economy by drawing high-tech businesses.

TX GETTING MEGA-BOOST. Texas Mega Millions sales totaled \$30.7 million between the game's December 3 launch and New Year's Eve. Sales for all games in the same period totaled more than \$276.6 million. The Lottery saw sales of \$72 million in the week ending December 27 – it's highest week of sales since the week ending January 25, 2003. The Lottery is currently 4.5 percent ahead of last fiscal year's sales figures.

FL REVERSES DISTRICT OFFICE CHANGE. A Florida Lottery efficiency test revealed that they were doing the right thing all along. In September the Lottery tested a money saving strategy by ceasing sales and redemptions of tickets at its Pensacola District Office. Prizes higher than \$600

had to be claimed at lottery headquarters in Tallahassee. In December the change was reversed after it became apparent that the customer reaction wasn't worth the savings.

PA DROPS SUPER 6. The Pennsylvania Lottery has decided to scrap its Super 6 Lotto game because sales have been hurt by the introduction of Powerball. The Super 6 game, which offers prizes for matching at least three out of six numbers, will end around late January and be replaced with a new game called Match 6 Lotto.

CAMELOT LAUNCHES LOTTO ON THE INTERNET. Camelot launched Internet sales for Lotto tickets in the U.K. last week. Players can now pay for their Lotto numbers for the Wednesday and Saturday draw and daily play draws via the National Lottery website www.national-lottery.co.uk. Camelot plans to extend the service to interactive television and mobile phones in 2004. Instant games were launched on the Internet earlier in 2003.

SINGAPORE ADJUSTS GAMES. With the implementation of the new GST rate of 5% on Jan 1, Singapore Pools will adjust the prize structure for its TOTO Game. This does not apply to SCORE and STRIKE!, which pay prizes according to the odds prevailing at the time of purchase. For TOTO, the new prize pool will be 54% (instead of 54.5%) of the total sales for each TOTO draw. However, the TOTO group 1 prize is still guaranteed at \$500,000 and the prize pool will be distributed among six prize groups in the same way as the existing distribution percentage. Also, Singapore Pools is in the process of rejuvenating the SINGAPORE SWEEP Game with a brand new look and attractive prize structure. Details on the new prize structure will be announced soon.

GHANA LAUNCHES EDUCATION PROGRAM. Ghana's Department of National Lotteries will conduct an education program to inform lotto receivers, private lotto agents and writers about the proposed new lottery legislation. The new bill seeks to abolish private lotto and "Banker-to-Banker" operators. When passed the Bill will give the sole mandate to organize and operate Ghana's lotto business to the DNL. The DNL says the new Bill is necessary because the government's previous liberalization of the lotto business had not produced the desired results. Most of the private lotto operators have not been able to meet their tax obligations.

NEW ZEALAND UPS POWERBALL. Powerball is about to get much bigger in New Zealand as Kiwis will soon have the chance to win up to \$30 million. A resolution by the Board of the New Zealand Lotteries Commission has changed the rules of the Powerball game so that it can now jackpot to \$30 million, up from the \$15 million limit set last year. The new limit will take effect during the next Powerball cycle.

OH ANNOUNCES NEW GAME SHOW HOSTS. The Ohio Lottery announced Leilani Barrett of East Cleveland and Michelle Duda of Hilliard as the new hosts of Cash Explosion® Double Play, the Lottery's weekly game show. The Lottery is looking to broaden the appeal of the show with some changes to the set and the introduction of new hosts. The pending changes to the game show are purely cosmetic. Cash Explosion® Double Play is one of the nation's first Lottery game shows and has been airing in every Ohio media market for almost 17 years.

THAI SPIES. Thailand's Central Investigation Bureau (CIB) wants to hire people to act as spies to crack underground lottery syndicates. The spies would reportedly be entitled to rewards for capturing illegal lottery operators. The larger the network caught, the bigger the reward offered.

ARMENIA TIGHTENS LOTTERY REGULATIONS. The Armenian Government is trying to tighten regulation on the country's lottery industry. A new law will come into effect on January 1, restricting lottery commercials to nine minutes a day and one minute an hour. The annual tax on lotteries will also be increased from \$44,000 to \$177,000. It also bans people under 18 from participating in lottery draws and appearing in lottery commercials.

LOTTERY JOBS

TEXAS LOTTERY COMMISSION (TLC) MARKETING DIRECTOR. (POSTING NO. 120603) **\$65,352 - \$105,348/yr.** Open Until Filled **For specific information,** contact TLC at (512) 344-5333 or 1-800-395-JOBS (5627) or www.txlottery.org State of TX application required. Applicants requesting special accommodations should call (512) 344-5143 three (3) days in advance for appropriate arrangements. EOE

Submit material for next week's Morning Report by Wednesday of this week to Toddpgr2@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'.

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

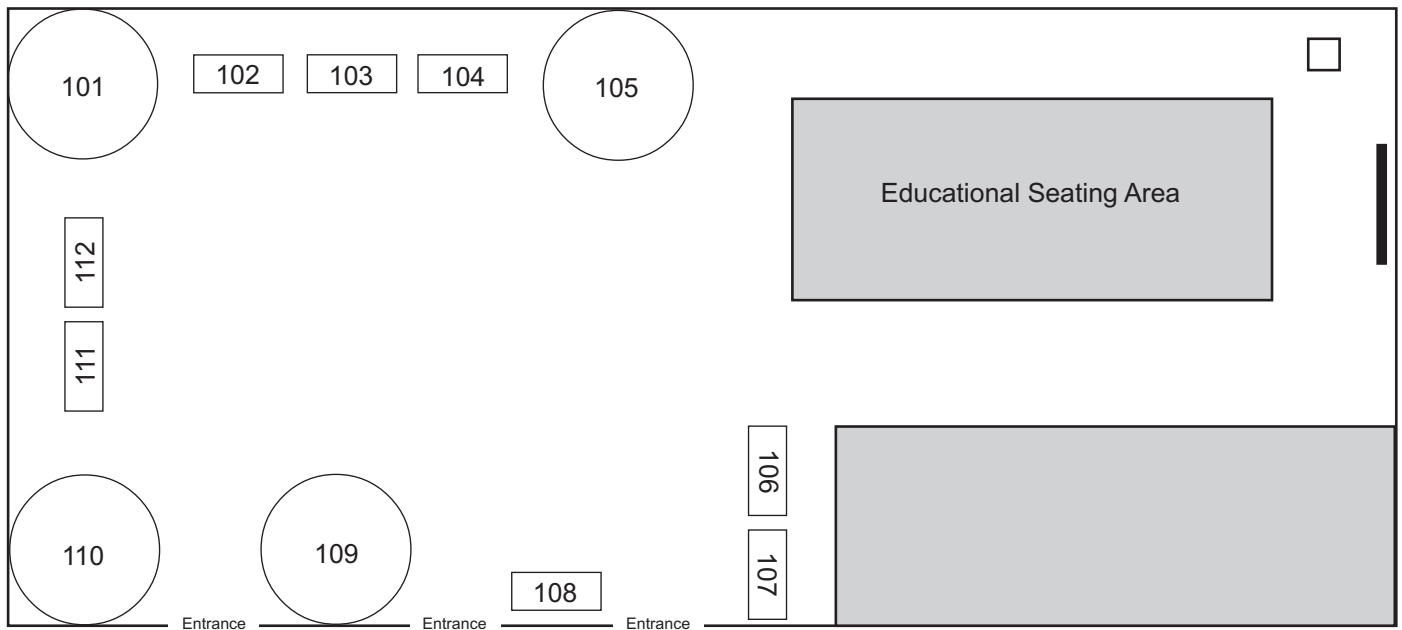
duaneburke@aol.com



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**.

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davemello@earthlink.net

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

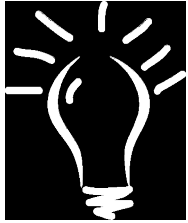
9 am-10 am GENERAL SESSION VI

OPEN FORUM ON IMPROVING LOTTERY REVENUES

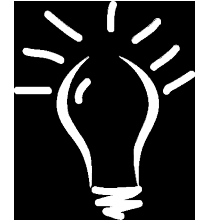
All additional ideas are welcome from lottery and supplier representatives alike on how lotteries can best improve revenues.

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