

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
May 16, 2005

HALL OF FAME ANNOUNCED

Duane Burke, CEO of Public Gaming Research Institute is pleased to announce establishment of the **Lottery Industry Hall of Fame**. As a part of its 30-year tradition of recognizing outstanding people in the world lottery industry, the Institute has established this new award for world lottery professionals in the tradition of other established industries.

Over ten years ago PGRI established the *Major Peter J. O'Connell Lottery Lifetime Achievement Award* to honor one individual (two beginning this year), usually a lottery director, for outstanding personal service and achievement. The *Lifetime Achievement Award* will be continued. The *Lottery Industry Hall of Fame Award* will be an opportunity to honor multiple government and industry individuals for important contributions to the long-term growth and success of the lottery industry. The 2005 *Lottery Industry Hall of Fame Award* recipients will be announced June 1. Presentations will be made at 1 PM on July 12 during the EXPO/ILAC Conference in Las Vegas.

LOTTERY PRODUCTS OF THE YEAR AWARDS

Public Gaming Research Institute is pleased to also announce the *Lottery Products of the Year Awards* to highlight products introduced during the prior year that promise to be important contributors to future lottery revenues. This new award is in recognition of the importance of new products to the growth and continuing success of the lotteries everywhere. Products and the associated supplier companies to be recognized will be announced on June 15. Presentations will be made at 1PM on July 13 at the EXPO/ILAC Conference in Las Vegas.



EXPO/ILAC 2005 INTERNATIONAL LOTTERY & GAMING EXPO & ILAC CONGRESS 2005

Bigger and better than ever for this year and in the world's most exciting gaming venue, Bellagio Resort Hotel, Las Vegas, Nevada, July 11-14.

EXPO/ILAC FEATURES

This year's International EXPO/ILAC Conference will feature technological advancements, innovations in games, as well as best management practices, advertising successes and successful marketing strategies for increasing revenues. The program will feature presentations and panel discussions with special emphasis on broad participation. Some of the latest examples of successful TV advertising will also be featured.

A highlight of EXPO/ILAC will be the VIP Technology Tour of leading suppliers with demonstration centers in Las Vegas.

CONFERENCE REGISTRATIONS for government representatives, other lottery operators and track/racino operators is complimentary. The registration fee for vendors and other commercial representatives is \$895 per person. All spouses are complimentary. A registration form is attached or you can register on-line at www.publicgaming.org. For assistance, please call: 425-985-3159.

SPONSORSHIPS & EXHIBITING:

Sponsorship and exhibit opportunities are available. Details are posted on web site:

www.publicgaming.org or by calling: Raquel Orbeagozo at 425-765-4119 or Susan Jason at 425-985-3159.

HOTEL RESERVATIONS: A discounted room rate of \$159 per night is available to EXPO/ILAC Conference attendees. Please make your reservations directly with the Bellagio Hotel by calling: 702-693-7444 or 888-987-7111. Be sure to mention the name of the conference to get the discounted room rate.



COMPANY ANNOUNCEMENTS

GUATEMALA VIDEO LOTTERY BUSINESS SALE

Doris and Duane Burke have announced plans to sell ILAC de Guatemala S.A., which operates a video lottery business in Guatemala. The business generates revenue from 816 video lottery terminals in seven hotels with the opportunity to generate revenues at additional hotel locations. A portion of the revenues fund children's health care. Interested parties are invited to e-mail Duane at duaneburke@aol.com.

GTECH PARTNERS WITH HARRAH'S IN SUPPORT OF RI CASINO.

GTECH will support a proposal by Harrah's Entertainment to build a casino in West Warwick, in return for Harrah's plans to install 200 GTECH VLTs in its casinos around the country. The partnership with Harrah's will allow GTECH to gain a larger foothold in the casino market. Harrah's, with its pending \$9.4-billion acquisition of Caesar's Entertainment, would become the largest gambling company in the world. When the deal closes, it will have more than 70,000 slot machines.



GAMES, INC. RELAUNCHES LOTTERY.COM.

Games, Inc. relaunched its www.Lottery.com website last week with expanded features and services for lottery players in the United States and Canada. The new www.Lottery.com site will feature an enhanced subscription option, a customer forum, games and prizes, a text alert capability and an upgraded e-commerce application.

GAMING TRANSACTIONS PARTNERS WITH

DPMG. Gaming Transactions Inc. has reached an agreement with DPMG.COM Inc. which shall be used to drive traffic to its flagship site, Keno.com. DPMG markets a network of sites that receive millions of unique visitors every month. Web traffic will be driven to Keno.com by use of online media and advertising that will be featured on DPMG's individual websites based in Europe and North America. More information on DPMG may be found at www.DPMG.com.



Wireless Information Solutions...

CYOP LAUNCHES NEW POKER LICENSING SITE.

CYOP Systems International Inc. has launched www.redfeltsoftware.com through a newly formed United Kingdom Company, Red Felt Software Ltd, that will be organized as a wholly-owned subsidiary of CYOP Systems International Inc. With Red Felt Software Ltd., the Company

will pursue in the iGaming market place turnkey licensing opportunities for enterprises wishing to enter and capitalize in this market space. The United Kingdom is being recognized as a jurisdiction embracing and regulating this sector. Red Felt Poker is a simple turnkey poker gaming system that can be easily deployed by any webmaster or administrator. The Company also provides the necessary management experience and support to our licensees and their customers.

PEOPLE

SCROGGINS TO HEAD OKLAHOMA. The Oklahoma Lottery Commission hired Missouri Lottery Director and current President of MUSL Jim Scroggins to get the state's new lottery off the ground. The commission unanimously approved the hiring of James R. Scroggins, 61, as the executive director of the Oklahoma Education Lottery. Scroggins has headed the Missouri lottery for 13 years, and before that was head of the Pennsylvania state lottery for four years. Scroggins is expected to start on June 6.

Lottery executive **Michael Frick** has left the public sector to join Lottery Dynamics LLC as Vice President, Marketing for North America. Frick, who was Deputy Secretary of the Florida Lottery for two years until May 4, 2005, brings his extensive experience to Lottery Dynamics whose patented Lotto Gold+™ program offers lotteries the opportunity to reinvent their core Lotto product and lift sales 40-100 percent. The key features of Lotto Gold+™ are multiple-priced ticket entry playing for a single, progressive jackpot and guaranteed higher starting jackpots.

Penn National Gaming has named **Jon Johnson** as general manager for its operations in Maine. Johnson's first task will be to oversee the state's first temporary slots facility, Miller's Restaurant on Main Street in Bangor, and the company's harness racing program at Bangor Raceway. He will also be in charge of the permanent slot facility at Bangor Raceway once it is implemented. Johnson's 28 years of gaming industry experience has included positions at some of the world's top casinos, including Caesar's Palace and Park Place Entertainment.

VIDEO GAMING/RACINOS

OREGON SLOTS AHEAD OF SCHEDULE. The Oregonian reported that the Oregon Lottery will be adding slot games in some bars and restaurants as early as May 16. The original schedule called for a July 3 launch of the games, but the Lottery began using the early launch date as an incentive to get retailers to sign up for the program. Those who signed up for slot games by May 13 will have operational slot games by July 3.

ONE MILLION FOR MIGHTY M. Mighty M Gaming at Monticello Raceway just celebrated its one millionth customer. Dora Tomizac was greeted by confetti, streamers,

and a plaque and goody bag (courtesy of Mighty M's PR team) after being the one millionth customer to pass through the doors since the racino opened in July 2004.

FL SLOTS TALK STALL. The last day of the Florida legislative session (Friday, May 6) produced no action on a bill to tax and regulate slot machines in Broward County. The House passed a bill limiting the four Broward pari-mutuels to Class II machines and a 55% state share of the revenue. But the full Senate never acted on its proposed bill, which would allow the jai alai fronton and three tracks to install Las Vegas-style slot machines and a lower tax rate, ranging from 30 percent to 35 percent.



MTR REPORTS ON WV, PA OPERATIONS. MTR Gaming announced that in second quarter of 2005, Mountaineer Race Track & Gaming Resort achieved \$69.2 million of total revenues despite a 25% increase in the number of Limited Video Lottery Terminals in bars and fraternal organizations in its target market. The Company will continue to pursue legislation for table games, which, together with the resort's amenities, would further differentiate Mountaineer's product from any current and proposed new competition. Also, the Company closed on the acquisition of all of the real property required for Presque Isle Downs' racetrack and slot operation at its licensed site in Summit Township, Erie County, Pennsylvania. While the Company had contemplated breaking ground in May, MTR now plans to commence construction immediately after obtaining its gaming license from the Pennsylvania Gaming Control Board, but in any event, in time to satisfy the condition of its racing license that it commence live racing by December of 2007.

LOTTERY NEWS

NH HOUSE APPROVES \$20 TICKETS. The NH House on Wednesday approved a new \$20 lottery ticket. The vote was reportedly 196-154 in favor of the new ticket(s). The higher-priced scratch ticket(s) will offer larger prizes and are expected to add about \$5 million to state revenues over the next two years. The ticket(s) have already been approved by the Senate and have the support of the Governor, according to an Associated Press report.

MASS. LOTTERY'S CASH WINFALL SALES SOAR TO RECORD-HIGH. The Massachusetts State Lottery's newest jackpot game – CASH WinFall – boasted record sales leading up to the Monday, May 9th drawing, which rocketed the game's top prize past the \$2 million mark. CASH WinFall raked in \$1,261,656 in sales between draws, the game's best sales since its introduction last September. The CASH WinFall drawing awarded an impressive \$2,539,218 in cash prizes to almost 15,000 Lottery players across the Commonwealth. In last Monday's drawing, no

players matched all six numbers, thus there was a "roll down." The 14 lucky players who matched five of six winning numbers claimed a hefty payday as they each won \$46,404. 861 players matched four winning numbers and won \$1,410, while 14,074 players matched three winning numbers to win \$48 each, and 96,451 players won a free bet.



CA USES COINS TO PROMOTE STAR WARS

GAME. In an innovative move to build excitement for their new Star Wars Scratchers® game premiering this month, California Lottery® is offering a series of collectible, limited-edition coins as a value-added offer to consumers. The coins feature six different Stars Wars characters -- Darth Vader, Luke Skywalker, Princess Leia, Yoda, C-3PO and R2-D2 -- and are available at participating retailers for \$1.00 with a Scratchers purchase. The promotion was created by Alcone Marketing Group to celebrate the May 19 launch of Star Wars: Episode III, Revenge of the Sith. The collectible coins are the first continuity promotion for a California Lottery Scratchers game. All aspects of the promotion are handled by Alcone Marketing Group including concept development, design and manufacturing of the exclusive coins, point-of-sale communications and program fulfillment.



CO LAUNCHES STAR WARS INSTANT. The Colorado Lottery on recently unveiled 12 Star Wars themed scratch tickets. Each ticket shows a scene from the six "Star Wars" movies, with each movie being represented by two different scenes. The latest "Star Wars" film, "Revenge of the Sith," opens May 19.

BOVINE UNITE. Marylanders are learning that Bovine Unite is part of the Maryland Lottery's ongoing "Let Yourself Play" campaign. The cows are starring in a new commercial where they get even with humans by redefining "cow tipping." In this case, the cows tip a sleeping young man from his bed in the spirit of "In life, whoever has the most fun wins." The lottery's advertising agency, Eisner Communications, created a BovineUnite.com Web site, put up 42 billboards and sent street teams to bars and college campuses to spread the word about Bovine Unite. In just over a month, BovineUnite.com has received nearly 100,000 hits and the campaign was discussed on blogs nationwide.



ONTARIO DAILY DOUBLE. On May 23, the Ontario Lottery will launch Daily Double, a three-part, horse racing-

themed lottery ticket, born out of a partnership between the Lottery and the Ontario Horse Racing Industry Association, Ontario Harness Horse Association and racetracks across Ontario. The \$2 ticket will allow players the ability to win up to \$35,000, and includes a section giving customers a shot at winning a \$2 to \$10 betting voucher at an Ontario track. There is also a portion on the ticket that can be taken to any racetrack for a chance to win a Chevy Avalanche.



CLASSIC LOTTO 47. A new and improved version of one of Michigan's most popular Lottery games returns with the first sales of Classic Lotto 47 on Sunday, May 15. Based on Lotto 47, which ran from December 1989 to March 1993, Classic Lotto 47 jackpots start at \$1 million and increase by at least \$100,000 each drawing. There are guaranteed prizes of \$5 for matching three; \$100 for matching four; and \$2,500 for matching five numbers. Classic Lotto 47 drawings will be conducted at 7:29 pm every Wednesday and Saturday. The first drawing for Classic Lotto, which replaces Winfall, will be Wednesday, May 18. Overall odds in Classic Lotto are 1 in 47. Wagers for the game are \$1 each. To launch the new game, the Lottery is offering the Classic Summer Sweepstakes that will award a total of 100 classic summer prize packages in four separate drawings. The summer prize packages include a Ducane stainless steel outdoor gas grill; eight Detroit Tigers tickets, and a \$100 Big Boy gift card. To enter the sweepstakes, players must purchase a \$3 single-ticket Classic Lotto 47 wager and receive an entry form. The prize package drawings will be May 25, June 1, June 8 and June 22. The last Winfall drawing will be Saturday, May 14.



DRIVE AWAY WITH POWERPLAY IN SC. South Carolina Education Lottery players now have a chance to win a 2005 Chevy Cobalt SS! The vehicle is courtesy of LOVE Chevrolet, located in the Columbia area. When players purchase \$5 in Powerball® with \$5 in PowerPlay®, a total \$10 purchase, an entry form will dispense from the lottery terminal. Players must completely fill out and mail the entry to the appropriate address noted on the entry form. The promotion began on May 9 and ends on July 1. One semi-finalist will be chosen each Friday for seven weeks. At the end of the promotion, the seven semi-finalists will come to Columbia for the 2005 Chevy Cobalt SS grand prize drawing on July 27.

DAILY DERBY BONUS. The "Daily Derby Bonus" promotion will involve adding money to the California Lottery's Daily Derby Grand Prize fund beginning with the Wednesday, May 18, 2005, draw. Additional prize money will also be added to the Race Time prize pool for two

weeks, through June 1st. Players can expect the Daily Derby Grand Prize for May 18th to be as high as \$300,000. During the promotional period, the Lottery expects winners of the Race Time prize to win about three times the pari-mutuel payout for that draw. For more information, access the Lottery's website at <http://www.calottery.com>.

DE BILL CALLS FOR MINIMUM AGE FOR RETAILERS. A bill that passed the Delaware Senate would require clerks selling lottery tickets to be at least 18 years old. That bill now goes on to the house. If the bill becomes law, stores would get 3 months to comply..

EMPLOYMENT ADS

Job Announcement Lottery Sales Manager

Resumes are being accepted for the statewide Sales Manager position with the New Mexico Lottery Authority (NMLA). We are seeking an energetic, highly motivated individual with prior management/supervisory experience and proven creative and innovative sales techniques for increasing sales. Duties include, but are not limited to; sales management and supervision of outside field staff and inside customer service staff responsible for the sales of lottery products through a statewide retailer base, planning and implementation of sales promotional campaigns, and providing and maintaining statistical data related to sales. Bilingual a plus. Frequent travel within the state is required. Salary will be commensurate with experience. Salary range is \$41,600 to \$62,400. Incentive plans available as approved by the Board of Directors. A Bachelor's degree in Business Management or Marketing is preferred. Candidate must possess a valid NM driver's license with a good driving record and be insurable for standard vehicle insurance. Must pass an extensive background check. Position open until filled. Send resume and cover letter to: HR Department, PO Box 93130, Albuquerque, NM 87199-3130 or fax to 505-342-7525. EEOE.



Bellagio Resort, Las Vegas

Please submit material for next week's Morning Report by Wednesday of this week to Toddpgr2@aol.com

Public Gaming Research Institute's
International
EXPO/ILAC'05
CONGRESS
Bellagio Hotel, Las Vegas
July 11-14, 2005

***The International Lottery &
Gaming Expo & ILAC Congress***

This international conference is for government operators, private operators on behalf of government and suppliers charged with maximizing revenues for lotteries, racinos and other gaming enterprises. The focus will be on the latest and smartest marketing, technologies and innovations for dramatically increasing sales and maximizing profits.

Interim
Program Schedule

*Simultaneous English/Spanish translation
will be available for all sessions*

JULY 10 - Sunday
8am-Midnight – Exhibit Set-up

JULY 11 –MONDAY
8am – 2pm – Exhibit Set up
12 NOON – 7pm Registration Open/
2pm – 3pm
Orientation for New Gaming & Lottery
industry Representatives
3pm – 5:30pm – General Session I

**WELCOME TO EXPO-ILAC 2005
& INDUSTRY OVERVIEW**

Speaker:
DUANE BURKE
CEO, Public Gaming Research Institute, Inc.;
Publisher, Public Gaming International Mag.;
CEO, ILAC de Guatemala S.A.

RECOGNITION OF COUNTRIES

Recognizing the countries & lotteries represented
at this year's EXPO/ILAC

INTRODUCTION OF CO-SPONSORS

Introduction of the companies that are helping
to make EXPO/ILAC successful

KEYNOTE ADDRESS

**The Challenge to North American Lottery &
Gaming Interests from Off-Shore Internet
Gaming Operations**

Speaker:
DR. EDWARD STANEK, CEO & President,
Iowa Lottery Authority

TOP TIPS FOR INCREASING REVENUES

A panel discussion featuring many of the
lottery & gaming industry's leaders at EXPO

LIFETIME ACHIEVEMENT AWARD

Presentation of the Major Peter J. O'Connell
Lottery Lifetime Achievement Award to
DANIEL BOWER, Chairman of Telecom
Game Factory and Co-Founder of Scientific
Games Inc.

5:30pm – 7:30pm
Reception in Exhibit Area

JULY 12 – TUESDAY

8am – 9am – Continental Breakfast - Exhibit
Area

8am – 5:30pm – Registration Open

9am – 1pm – General Session II

KEYNOTE ADDRESS

Revenue Growth and Profits from the
Examples of Others

Speaker:
ARCH GLEASON, CEO & President,
Kentucky Lottery Corporation; Vice-
President, World Lottery Association (WLA)

Continued next page

SPECIAL GUEST SPEAKER
Growing Through Smart Marketing and the Timely Introduction of New Products
Speaker:
REBECCA PAUL, CEO & President,
Tennessee Education Lottery

NEW PRODUCTS – THE LIFE BLOOD OF GROWTH
A Panel Discussion of Lottery, Gaming and Supplier Experts

SMART MARKETING & PROMOTIONS – THE INDISPENSIBLE TOOLS
A Panel Discussion of Lottery, Gaming and Supplier Experts

LICENSED PRODUCTS FOR GROWTH
A Panel Discussion by Industry Leaders on Best Strategies for Using Licensed Products

GROWTH STRATEGIES FOR ON-LINE GAMES
A Panel Discussion by leading experts
5pm - On
Evening Open

VIDEO GAMING IN RACINOS – A LEADING OPPORTUNITY FOR GROWTH
Panel discussion by leading experts

MONITOR & VIDEO GAMING IN LICENSED LOCATIONS
Panel discussion

1 – 3pm
Luncheon & Networking - Exhibit Area
LOTTERY INDUSTRY HALL OF FAME AWARDS FOR 2005

3pm – 5pm – General Session III

ADVERTISING THAT WORKS
Examples of TV ads that are working from around the world

PLANS FOR GROWTH IN LATIN AMERICA AND THE CARIBBEAN
Panel discussion on product needs and plans for growth in Latin America & the Caribbean

NEWEST INSTANT GAME STRATEGIES
Panel Discussion
JULY 13 – WEDNESDAY
8am – 9am – Continental Breakfast - Exhibit Area

8am – 2:00pm – Registration Open

9am – 1pm – General Session IV

SECURITY & REGULATION OF GAMES
Panel discussion

SPECIAL GUEST SPEAKER
The Challenge to Lottery Monopolies

GROWTH OF LOTTERIES IN INDIA
A panel discussion

GROWTH STRATEGIES IN EASTERN EUROPE
Presentation - speaker to be announced

GROWTH STRATEGIES IN WESTERN EUROPE
Presentation – speaker to be announced

1– 2pm
LOTTERY HALL OF FAME AWARDS Luncheon & Networking in Exhibit Area

2:30pm – 6:00pm
VIP TOUR OF GAMING TECHNOLOGY
Limited to government & gaming-operations company representatives only - space limited. Transportation will depart from the front entrance of Bellagio at 2:30pm and will return by 6:00pm.
Advanced and proprietary technologies of these companies will be presented.
Refreshments, paid for by conference Host Public Gaming Research Institute, will be served.

5:30pm – Evening Open

JULY 14 - THURSDAY
8am – 9am – Continental Breakfast
9am – 11am
EXPO/ILAC ADVERTISING AWARDS CLOSING DISCUSSIONS
11am
Conference Adjourned

FOR GOVERNMENT & INDUSTRY
For Sponsorships, Exhibiting and Attendance information:
see: www.publicgaming.org or
e-mail: susanjason@aol.com or
call in the US: 425-985-3159



EXPO/ILAC 2005 Conference & Exhibits
Bellagio Hotel – Las Vegas
July 11 – July 14, 2005
CONFERENCE REGISTRATION FORM

Contact/Title: _____
 Company: _____
 Address: _____
 City: _____
 State/Prov./ _____ Zip/Postal Code: _____
 Tel.: _____ Fax: _____
 Signature: _____
 Email: _____
 Number of Registrations _____ Total \$ _____

**FEES: NO CHARGE FOR LOTTERY, OTHER GOVERNMENT &
 RACING/RACINO REPRESENTATIVES
 \$895 FOR VENDORS, SUPPLIERS AND ALLOTHERS;
 \$795 FOR EXTRA EXHIBITOR REPRESENTATIVES.
 SPOUSES ATTEND FOR FREE**

Conference registration includes all meetings, reception, continental breakfast each morning and two luncheons. In addition, government representatives are invited to participate in the **VIP TECHNOLOGY TOUR** including refreshments.

REGISTRATION PAYMENT:

Please circle the credit card to charge: American Express, MasterCard, or VISA.

Amount to charge: \$895.

Please charge to my credit card _____ Please invoice me _____

Fill-in below for charges.

Card Number: _____ Exp. date: _____

Signature: _____ Date: _____

Name on Card: _____

Please fill out this form and fax back to **800-657-9340** or **206-232-2564**.

Please send checks to:

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

HOTEL RESERVATIONS: 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 / EXPO/ILAC 2005.**

CONGRESO
INTERNACIONAL
EXPO-ILAC'05
Hotel Bellagio, Las Vegas
11 - 14 de Julio, 2005
*Patrocinado por Public Gaming
International Institute*

El Congreso ILAC y la Lotería Internacional es la conferencia para funcionarios de gobierno y particulares, que representan a sus gobiernos y compañías para maximizar los ingresos de loterías, racinos, y otros organismos de juegos. El enfoque será en las tecnologías e innovaciones más modernas para aumentar drásticamente las ventas y los ingresos.

PROGRAMA
Preliminar

Interpretación simultánea en inglés y español durante todas las sesiones

10 de JULIO - DOMINGO
8am-medianoche: Montaje de exhibiciones

11 de JULIO - LUNES
8am – 2pm: Montaje de exhibiciones
MEDIODIA – 7pm: Acreditaciones
2pm – 3pm
Orientación para los nuevos representantes en la industria del Juego y la Lotería
3pm – 5:30pm: Sesión General I

BIENVENIDA A EXPO – ILAC 2005 Y UN RESUMEN ACTUAL DE LA INDUSTRIA
Por: DUANE BURKE
CEO, Public Gaming Research Institute, Inc.;
Publisher, Public Gaming International Magazine; and CEO, ILAC de Guatemala S.A.

SALUDO A LOS REPRESENTANTES DE LOS DE PAISES

Bienvenida a los directivos de los países representados en EXPO/ILAC de este año.

PRESENTACION DE LOS CO-PATROCINADORES

Presentación de las compañías que contribuyen al éxito de EXPO/ILAC

PRESENTACION PRINCIPAL

El reto de los juegos por internet que enfrentan las Loterías de Norte América y otras industrias del Juego

Por: **DR. EDWARD STANEK, CEO & President, Iowa Lottery Authority**

LOS MEJORES CONSEJOS PARA INCREMENTAR SUS INGRESOS

Una discusión de panel con representantes líderes en la industria de la lotería y del juego

PREMIO POR LOGROS PROFESIONALES

Presentación del premio: *Major Peter J. O'Connell Lottery Lifetime Achievement Award* a **DANIEL BOWER, Chairman de Telecom Game Factory y Co-Fundador de Scientific Games Inc.**

5:30pm – 7:30pm

Recepción en el área de las exhibiciones

12 de JULIO – MARTES

8am – 9am – Desayuno continental – Area de las exhibiciones

8am – 5:30pm – Acreditaciones

9am – 1pm – Sesión General II

PRESENTACION PRINCIPAL

Aprendamos acerca del crecimiento y mayores ingresos económicos de otros

Por: **ARCH GLEASON, CEO & President, Kentucky Lottery Corporation; Vice-President, World Lottery Association (WLA)**

INVITADA ESPECIAL

Crecimiento de ventas a través de mercadotecnia apropiada e introducción de productos en preciso momento

Por: **REBECCA PAUL, CEO & President, Tennessee Education Lottery**

NUEVOS PRODUCTOS – LA BASE DEL CRECIMIENTO

Una discusión de panelistas expertos en la industria de lotería, juegos y proveedores

MERCADEO CLAVE Y PROMOCIONES–

LAS HERRAMIENTAS INDISPENSABLES

Una discusión de panelistas líderes en la industria sobre las mejores estrategias para usar productos con licencia

PARA CRECER - PRODUCTOS CON LICENCIA

Una discusión de panelistas expertos en la industria de lotería, juegos y proveedores
Leaders on Best Strategies for Using Licensed Products

ESTRATEGIAS DE CRECIMIENTO PARA LOS JUEGOS EN-LINEA

Una discusión de panel por líderes expertos

JUEGOS DE VIDEO EN RACINOS – UNA OPORTUNIDAD PARA CRECIMIENTO

Una discusión de panel por líderes expertos

JUEGOS DE VIDEO Y MONITORES EN LOCALIDADES CON LICENCIA

Discusión de Panel

1 – 3pm

Almuerzo e intercambio de ideas – Area de las Exhibiciones

PREMIOS ‘HALL OF FAME’ 2005 de la industria de Lotería

3pm – 5pm – Sesión General III

PUBLICIDAD EFECTIVA

Avisos de TV que dan resultados alrededor del mundo

PLANES DE CRECIMIENTO EN AMERICA LATINA Y EN EL CARIBE

Discusión de panel sobre las necesidades de productos y planes de crecimiento en América Latina y el Caribe

LAS ESTRATEGIAS MAS NUEVAS PARA JUEGOS INSTANTANEOS

Discusión de panel

De las 5pm en adelante – Tiempo libre disponible

13 de JULIO – MIERCOLES

8am – 9am – Desayuno Continental – Area de exhibiciones

8am – 2:00pm – Acreditaciones

9am – 1pm – Sesión General IV

REGULACIONES Y SEGURIDAD DE JUEGOS

Discusión de panel

INVITADO ESPECIAL

El reto del Monopolio de Loterías

CRECIMIENTO DE LOTERIAS EN INDIA

Un panel de discusión

CRECIMIENTO EN EUROPA ORIENTAL

Presentación – orador por anunciarse

CRECIMIENTO EN EUROPA

OCCIDENTAL

Presentación – orador por anunciarse

1pm – 2pm

Almuerzo y pausa para intercambiar ideas en el Area de las exhibiciones

PREMIOS ‘HALL OF FAME’ 2005 de la industria de la lotería

2:30pm – 6:00pm

TOUR DE TECNOLOGIA PARA LOS VIP

- Limitado sólo para los representantes de gobierno y de compañías – espacio es limitado. El transporte saldrá de la entrada principal del Bellagio a las 2:30pm y regresará a las 6:00pm *Se visitarán compañías que presentarán lo más avanzado en tecnología.* Se servirán refrescos proporcionados por la compañía auspiciadora de la conferencia Public Gaming Research Institute.
5:30pm en adelante– Tiempo libre disponible

14 de JULIO - JUEVES

8am – 9am – Desayuno Continental

9am – 11am

EXPO/ILAC ENTREGA DE PREMIOS POR LA MEJOR PUBLICIDAD

DISCUSIONES FINALES

11am Clausura de la Conferencia

Para patrocinamiento, stands, participación e información:

vea: www.publicgaming.org o

e-mail: raquelpgr2@aol.com o

**FORMULARIO DE INSCRIPCION
CONGRESO ILAC
Y LOTERIA INTERNACIONAL EXPO
11 - 14 de Julio, 2005
Bellagio Resort Hotel • Las Vegas, Nevada USA**

Nombre y Cargo: _____

Nombre para su distintivo: _____

Nombre de esposa (o) : _____

Compañía: _____

Dirección: _____

Ciudad: _____ Estado: _____ CódigoPostal: _____ País _____

Teléfono: _____ Fax: _____

E-mail: _____ PáginaWeb: _____

DERECHOS DE INSCRIPCIÓN POR PERSONA

Compañías o Loterías particulares: Pagan US\$895 _____

Representantes y esposas (o) de Loterías públicas (gobierno): NO PAGAN

METODO DE PAGO: Todos los pagos se realizarán por adelantado. El espacio se confirma al recibir el pago. No se efectuarán reembolsos después del 30 de junio, 2005.

Autorización de tarjeta de crédito para el pago en \$US _____ Fecha de la transacción _____ American Express _____ Visa _____ Mastercard _____

Número de la tarjeta _____ Fecha de expiración _____

Nombre del titular _____

Firma: _____

Existen otras formas de pago disponibles bajo pedido

Para más información comuníquese con Raquel Orbezo al **425-765-4119**

E-mail: raquelpgr2@aol.com

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