



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.

218 Main Street, Suite 203, Kirkland, Washington 98033 USA
Home Office: (425) 653-1253 • Fax (425) 378-2748 • Cell (425) 985-3157
www.publicgaming.org • duaneburke@aol.com

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

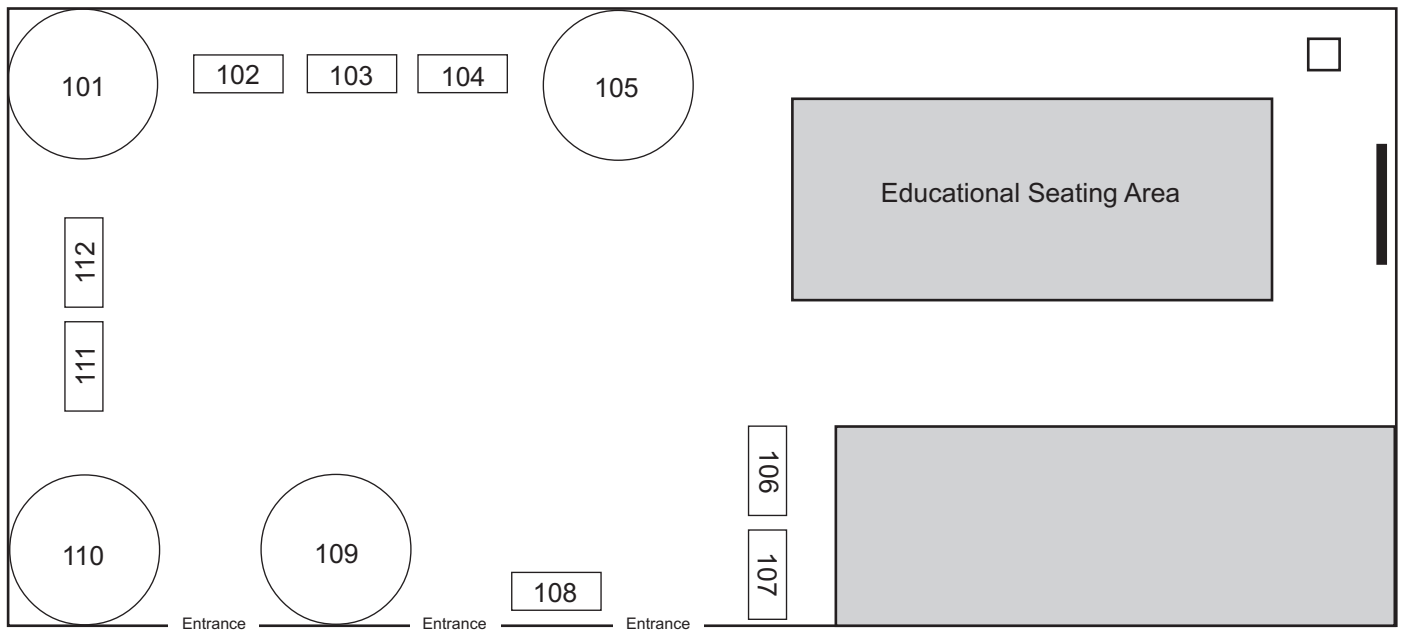
duaneburke@aol.com



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

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 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

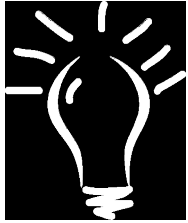
9 am-10 am GENERAL SESSION VI

OPEN FORUM ON IMPROVING LOTTERY REVENUES

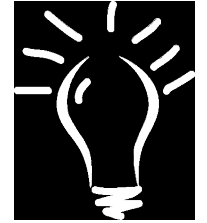
All additional ideas are welcome from lottery and supplier representatives alike on how lotteries can best improve revenues.

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**
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