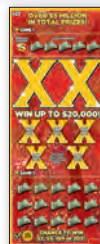


\$20 XX - #1077

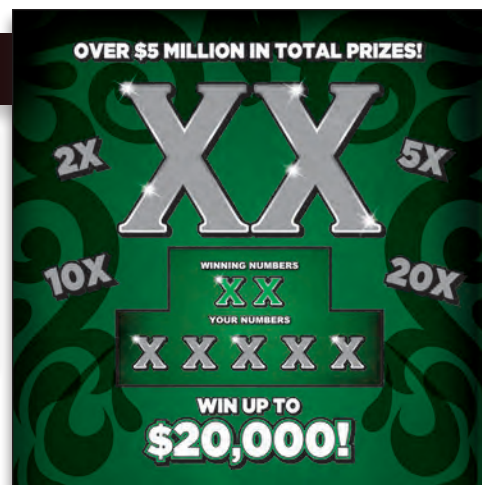
Play Style: Key Number/Pair
Features: Multiplier

SELLING POINTS

- Win up to \$20,000!
- Chance to win 2X, 5X, 10X, or 20X your prize!
- Lots of prizes \$40 to \$200!
- Prizes start at \$40!



Cost Per Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$372.00	20	7-91157-01077-5	\$20,000	5.55	71.3%	\$190

**\$5 Queen of Hearts Poker/Black Dice - #1068**

Play Style: Poker/Match 3
Features: Instant Win

SELLING POINTS

- Win up to \$10,000!
- Popular poker play!
- Same play and prizes that players love!
- Instant win bonuses!
- Changes to a simple dice game at the halfway mark!



Cost Per Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$232.50	50	7-91157-01068-3	\$10,000	6.55	68.1%	\$90

**\$5 Viva Las Keno - #1066**

Play Style: Keno
Features: Instant Win

SELLING POINTS

- New Keno look!
- A favorite play with same great pay!
- Fast instant win bonuses!



Cost Per Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$232.50	50	7-91157-01066-9	\$50,000	4.35	68.5%	\$100



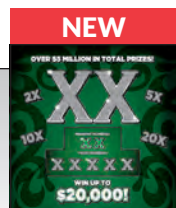
Find us on social media



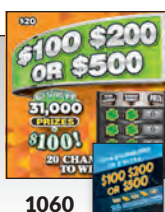


INSTANT TICKET ORDER SHEET

October 2020



1077



1060



1039



0991 *

\$20



1065



1056

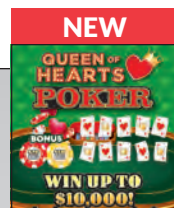


1071



1040

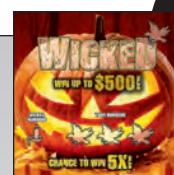
\$10



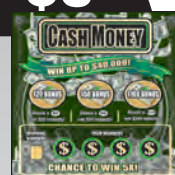
1068



1066

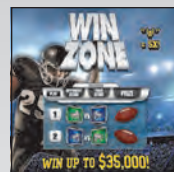


1062

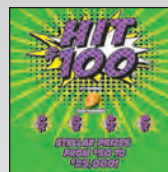


1050

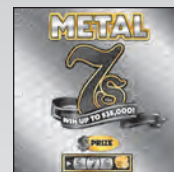
\$5



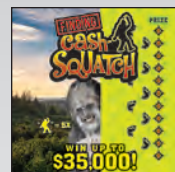
1067



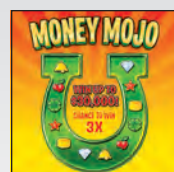
1057



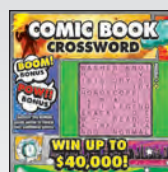
1061



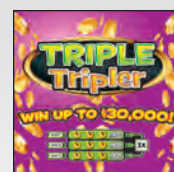
1052 *



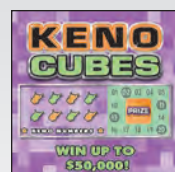
1054 *



1046



1026 *

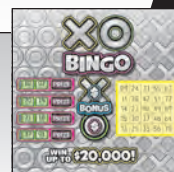


1028 *

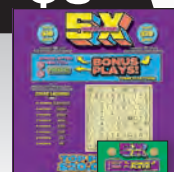


1030 *

\$3

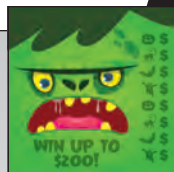


1072

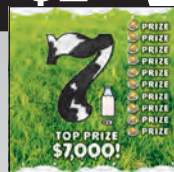


1053

\$2



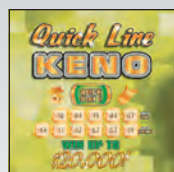
1063



1069



1058



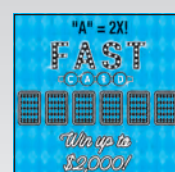
1049



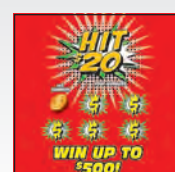
1038 *



1064



1070



1059

\$1

PRINTABLE POINT OF SALE

The WV Lottery is pleased to offer retailers printable point of sale materials from our website. You can access and print these items from our website, or save a copy on your own computer and print as needed. These POS Items can attract new and casual customers to play! Showing winners at your location and being up to date with games and jackpots increases trust with the customer.

INSTRUCTIONS:

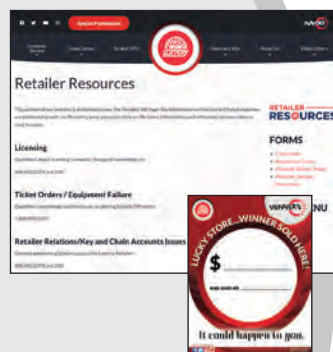
If you do not have Adobe Acrobat Reader, you can download it for FREE.

Go to wvlottery.com/customer-service/retailer-resources/

Click on any of the "printable" items under FORMS on the right-hand side to open them.

Once open, you can print or save a copy to your computer with the options in the upper right-hand corner as you move your mouse over the document.

If you have suggestions for additional point of sale materials, printable by you or provided by the Lottery, please contact the Lottery with your suggestions at 800-982-2274, ext 218.



HOW CAN WE HELP YOU DURING THESE DIFFICULT TIMES?

Our sales team is here to try to help you. Please share any ideas you think would help you with your sales representative (FMSR) during their regular visit. Your FMSR is the first line of communication for any WV Lottery business needs. Please keep their contact information handy. They are only a call or text away.

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

* Limited Stock Game

RETAILER SPOTLIGHT

Manager: Mary Webster

Location: Sheetz #425

City: Martinsburg

This location has been selling lottery since August 2009.



Q: Your establishment is in the top rankings for Lottery sales, what do you think is the contributing factor(s)?

A: We believe in making sure the lottery vending machine is always full, so when things changed earlier this year, we knew we needed to be able to keep up with demand. Lottery needs were different with the changes, so we upped the amount of instant ticket books into the machine; instead of one, we seamed three together per bin. This kept the machine full longer and players are happier.

Q: When you hire a new employee, what do you train them on to do well in selling Lottery?

A: When we hire a new employee, lottery training is very important. We walk them through all the steps of the terminal, like multi-draw and add-ons. They spend the first few weeks with a seasoned employee, and are walked through terminal sales many times. We have regular customers wanting to purchase plays many draws out, so it is important for the employees to know how to create the play that the customer wants.

Q: What is your best practice tip for great sales and happy lottery customers?

A: Our best practice tip is to always have the machine filled and full of variety. Keeping up with what is new and desired by customers keeps sales up and customers interested.

Q: What is your favorite thing about selling Lottery?

A: I enjoy watching the customers' enjoyment of playing and when they win, no matter the amount, they get excited. That's fun for us!

Sheetz #425 was ranked 15th in overall lottery sales statewide in fiscal 2019.

TOP INSTANT SALES RETAILERS (JUNE 2020)

1. One Stop #8101 South Charleston
2. Par Mar #84 Elkins
3. Sheetz #234 Weirton
4. Sheetz #425 Martinsburg
5. Quick Check Oak Hill
6. Sheetz #155 Martinsburg
7. Par Mar Oil #116 Charleston
8. Bob's Mini Mart Mill Creek
9. Go Mart #90 Elkins
10. Giant Eagle #59 Morgantown

24-BIN PLANOGRAM October 2020

RETURN GAMES (10/1/20 - 10/30/20)

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)

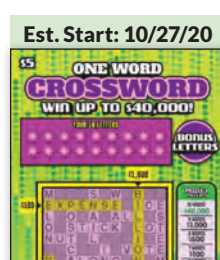


16-BIN PLANOGRAM

October 2020

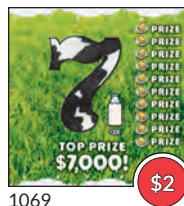
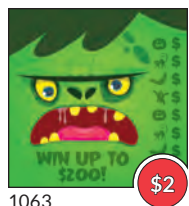
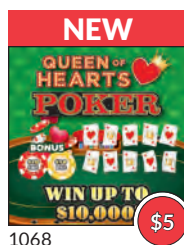
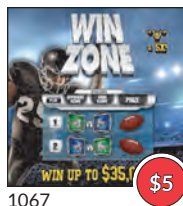


UPCOMING INSTANT TICKETS



\$5 - One Word Crossword #1075
UPC: 7-91157-01075-1

Cost/Pack	Tickets/Pack	Top Prize
\$232.50	50	\$40,000
Overall Odds	Prize Payout	Low End \$\$/Pack
3.91	67.5%	\$125



SEASONAL SWITCH!

Same fun games with holiday faces!

#1062 Wicked / Tis The Season
#1063 Spooky / Jolly
#1064 Midnight Money / Gift Tag

TIPS & TRICKS

EXCHANGE TICKETS - ALREADY PAID FOR!

With the rollout of KENO GO, you may be seeing more "exchange" tickets when a player cashes in a multi-draw ticket that still has draws on it. Your terminal will issue a paid slip for you for the prize won and an "EXCHANGE" ticket for the remaining drawings that player had. This ticket will have the information from original ticket, including the cost... but don't charge them for it! It has already been paid.

Just think EXCHANGE tickets are FREE plays!



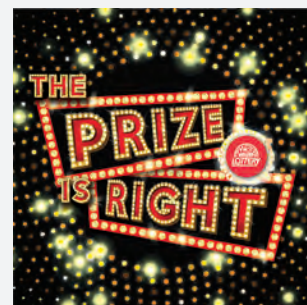
YOU WILL BE SEEING US AROUND!

You may have noticed a return to some advertising and social media visibility from the Lottery as the pandemic restrictions are lessened. We are working to bring excitement and information to your customers, focusing on specific games and promotions. We hope to help drive business to you, our partner, and will continue to update you on upcoming focuses and promotions.

The next big push will be for the Halloween games this month with "PICK YOUR OWN TREAT". It will have digital, social, and television elements in a stop-motion animation style.

We also held our first "virtual" promotion at the State Fair via Facebook Live. Ten lucky fans on Facebook were awarded prizes. We look forward to continuing to think "inside the box" with future virtual promotions.

Watch Facebook for other fun virtual events coming soon!



Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)



24-BIN PLANOGRAM

October 2020

 1060 \$20	NEW 1077 \$20	 1039 \$20	 1071 \$10
 1056 \$10	 1040 \$10	 1065 \$10	NEW 1066 \$5
 1062 \$5	 1061 \$5	 1057 \$5	NEW 1068 \$5
 1046 \$5	 1067 \$5	 1050 \$5	 1053 \$3
 1063 \$2	 1069 \$2	 1058 \$2	 1072 \$3
 1064 \$1	 1070 \$1	 1059 \$1	 1049 \$2

RETURN GAMES (10/1/20 - 10/30/20)

 1037 \$5	 1048 \$3	 1029 \$2
--------------	--------------	--------------

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)



20-BIN PLANOGRAM

October 2020

NEW

1077 **XX** **\$20**

OR

1039 **POWER 20X** **\$20**

1060 **\$100 \$200 OR \$500** **\$20**

1065 **MONEY BAGS** **\$10**

1040 **POWER 10X** **\$10**

1056 **HIT 200** **\$10**

1061 **METAL 7** **\$5**

1067 **WIN ZONE** **\$5**

1068 **QUEEN OF HEARTS POKER** **\$5**

1062 **WICKED** **\$5**

1046 **COMIC BOOK CROSSWORD** **\$5**

1066 **VIVA LAS KENO** **\$5**

1050 **CASH MONEY** **\$5**

1063 **WIN UP TO \$200!** **\$2**

1053 **EX** **\$3**

1072 **XO BINGO** **\$3**

1058 **HIT 50** **\$2**

1064 **MIDNIGHT MONEY** **\$1**

1070 **"A" = 2X! FAST** **\$1**

1049 **Quick Line KENO** **\$2**

1069 **7** **\$2**

RETURN GAMES (10/1/20 - 10/30/20)

1037 **AMETHYST 7** **\$5**

1048 **SWEET BINGO** **\$3**

1029 **7** **\$2**

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)



16-BIN PLANOGRAM

October 2020

1060

OR

NEW

1077

1056

1065

NEW

1066

1062

1067

1061

NEW

1068

1063

1053

1072

1050

1064

1070

1049

1069

RETURN GAMES (10/1/20 - 10/30/20)



1037

1048

1029

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)



12-BIN PLANOGRAM

October 2020

1060	1071	1061	
OR	OR	OR	
1077	1065	1066	
1062	1067	1068	1072
1063	1064	1070	1069

RETURN GAMES (10/1/20 - 10/30/20)

1037	1048	1029

Call IGT to order tickets at 888-WV-PLAYS!

wvlottery.com

(987-5297)