

SEASONAL SWITCH!

Seasons Change,
So Do The
Tickets!



\$10 - Money Bags / Prize Inside #1065



\$5 - Wicked / Tis The Season #1062



\$2 - Spooky / Jolly #1063



\$1 - Midnight Money / Gift Tag #1064

The new holiday game tickets will switch October 27th. Be sure to get the tickets in your vending machines and dispensers, as we will be advertising these games as **"AN INSTANT GIFT FOR YOURSELF OR SOMEONE ELSE!"** during the season.

The games will be featured on the digital displays, the lottery website, digital media placements, and on social media. We will also be kicking off a television commercial the weekend of Black Friday.

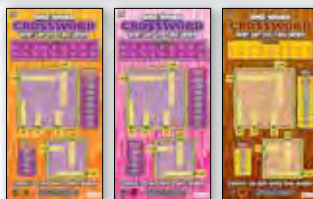
Get in on the fun and suggest these fast and easy gifts for the season.

\$5 One Word Crossword - #1075

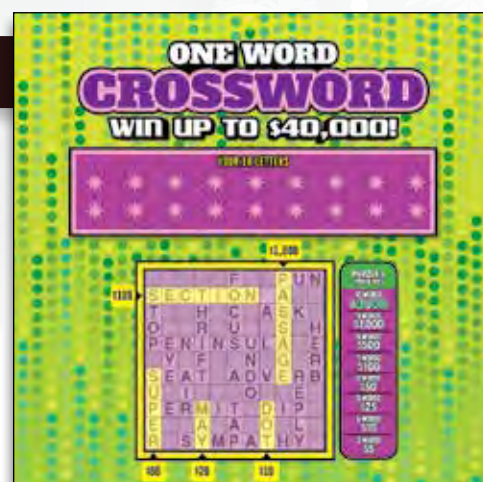
Play Style: Key Match
Features: Instant Win

SELLING POINTS

- Popular Crossword Game
- New Crossword With New Win Feature!
- Lots of Chances to Win, Even With One Word!
- Win Up To \$40,000!



Cost Per Pack	Tickets/Pack	UPC	Top Prize	Overall Odds	Prize Payout	Low End \$\$/Pack
\$232.50	50	7-91157-01075-1	\$40,000	3.91	67.5%	\$125



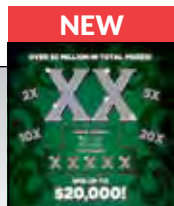
Find us on social media



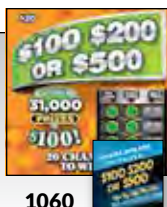


INSTANT TICKET ORDER SHEET

November 2020



1077



1060



1039



0991 *

\$20



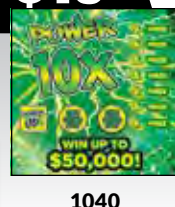
1065



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\$10

\$10 & \$20 TICKETS DRIVE BIGGER SALES

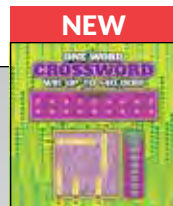
Have you considered selling \$10 or \$20 scratch-offs if you aren't already? Have you considered adding one or two to your mix of scratch-off games and see what happens? If you are selling only one or two of these games, have you considered adding additional games? You may be reluctant to sell them, or more of them, because you imagine issues with high-priced ticket. But keep in mind what we have found to be true is:

- Our \$10 and \$20 games accounted for 32% of our total Scratch-Off sales in fiscal 2020!
- Scratch-off tickets have a lot of \$10 or higher prizes in them. Customers like to reinvest these prizes for a chance to win bigger prizes with the \$10 and \$20 tickets.
- Higher price games provide bigger commissions with a single sale. You receive 70¢ for every single \$10 ticket and \$1.40 for every single \$20 ticket.

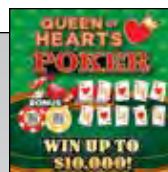
Some of our retailers do not sell our \$10 or \$20 games or only one of each of these price points. If you are not selling one or more of these games, you are missing out on sales.

Several of our chains tend to only sell these higher priced games through their self-service units. However, the most successful chains sell these games through vending AND over-the-counter. These chains have indicated to us that customers cashing tickets at their service or check-out counter are more likely to re-invest their winnings in these higher price point games. Convenience and immediate sell are king with the customer.

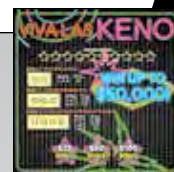
Ask your FMSR to review and assist in adding to or expanding your inventory with these solid sellers and watch your revenue grow.



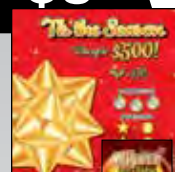
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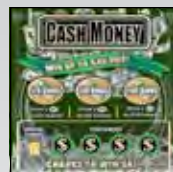


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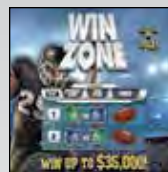


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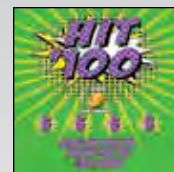
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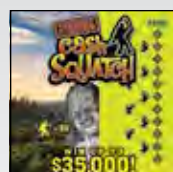
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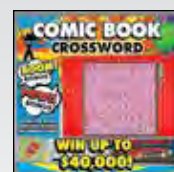
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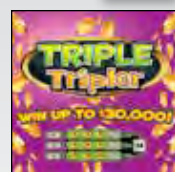
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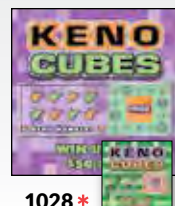
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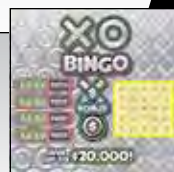


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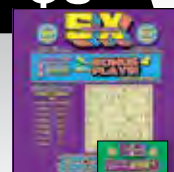


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\$3



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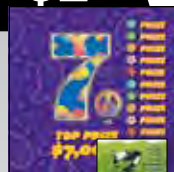


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\$2



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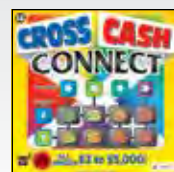
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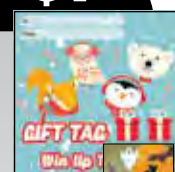


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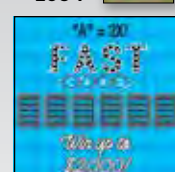


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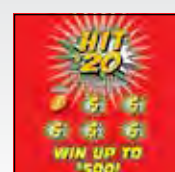
\$1



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

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(987-5297)

* Limited Stock Game

RETAILER SPOTLIGHT

Manager: Barry Miller
Location: Sheetz #174
City: Belington

This location has been selling lottery since November 1989.



- Q:** Your establishment is in the top rankings for Lottery sales, what do you think is the contributing factor(s)?
- A:** The contributing factor for our store is that we keep the machines full of tickets and have lots of variety. Having the machine fully loaded including extra packs makes it smooth to keep sales going.
- Q:** When you hire a new employee, what do you train them on to do well in selling Lottery?
- A:** When we train a new employee on lottery, we focus on why variety is important and we teach them talking points so they can converse with the lottery customer.
- Q:** What is your best practice tip for great sales and happy lottery customers?
- A:** Our best practice tip for selling lottery is loading the lottery vending machine with multiple books to keep things moving and have minimal needs throughout the day.
- Q:** What is your favorite thing about selling Lottery?
- A:** My favorite thing about selling lottery is to see how excited customers get when they come up with a big winner.

Sheetz #174 was ranked 9th in overall lottery sales statewide in fiscal 2020.

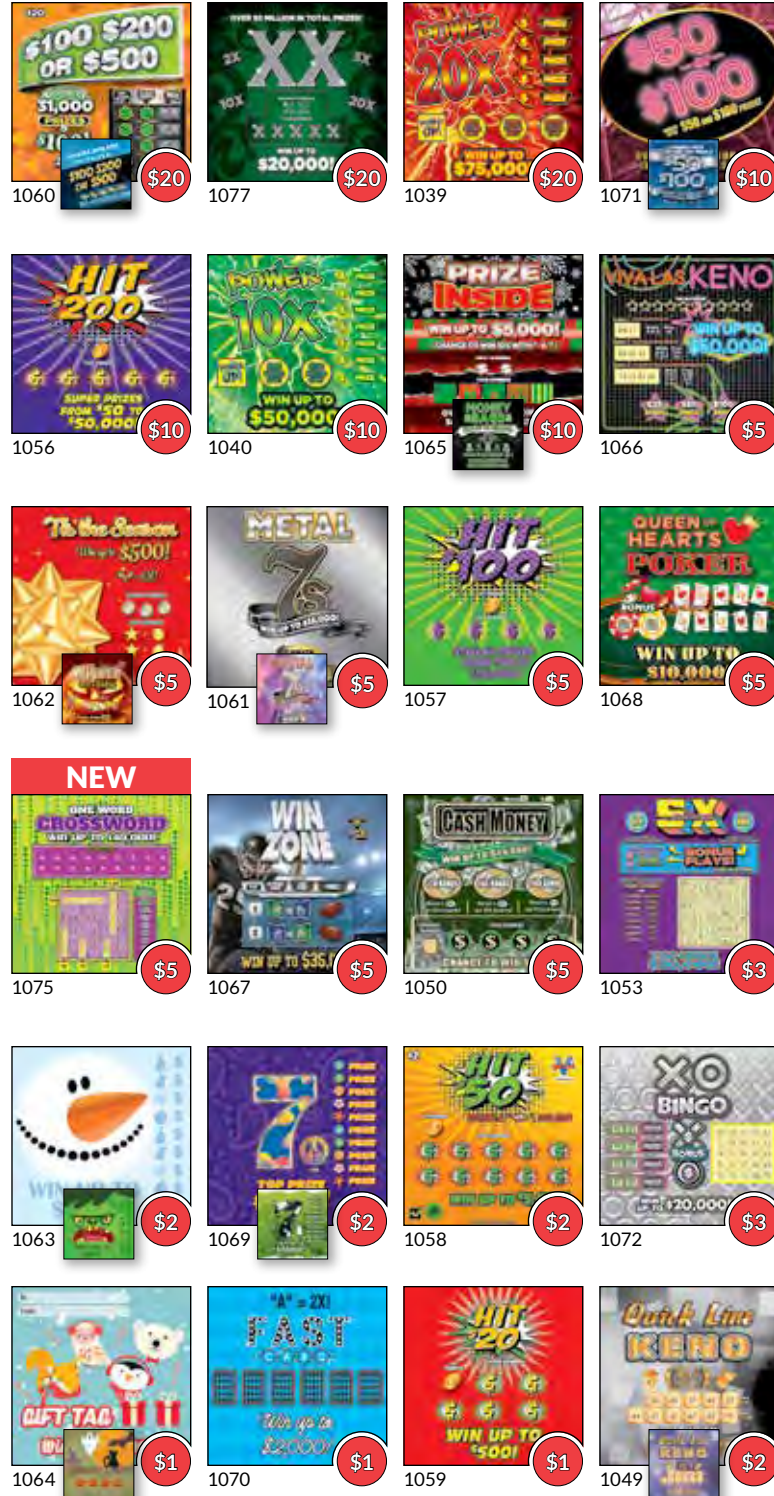
TOP INSTANT SALES RETAILERS (JULY 2020)

- One Stop #8101 South Charleston
- Par Mar #84 Elkins
- Sheetz #234 Weirton
- Sheetz #425 Martinsburg
- Quick Check Oak Hill
- Sheetz #155 Martinsburg
- Par Mar Oil #116 Charleston
- Bob's Mini Mart Mill Creek
- Go Mart #90 Elkins
- Giant Eagle #59 Morgantown



24-BIN PLANOGRAM

November 2020



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



1030

\$5

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16-BIN PLANOGRAM

November 2020



UPCOMING INSTANT TICKETS

OR

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Est. Start: 12/1/20

\$10 - \$1,000 Bonanza #1074
UPC: 7-91157-01074-4

Cost/Pack	Tickets/Pack	Top Prize
\$372.00	40	\$1,000
Overall Odds	Prize Payout	Low End \$\$/Pack
6.69	69.3%	\$170

1062

1067

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\$5 - Big 7's #1079
UPC: 7-91157-01079-9

Cost/Pack	Tickets/Pack	Top Prize
\$232.50	50	\$35,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.34	68.0%	\$101

Est. Start: 12/1/20

1063

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1072

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Est. Start: 12/1/20

\$3 - Daily Crossword #1076
UPC: 7-91157-01076-8

Cost/Pack	Tickets/Pack	Top Prize
\$223.20	80	\$20,000
Overall Odds	Prize Payout	Low End \$\$/Pack
4.40	65.5%	\$105

1064

1070

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\$1 - Lil Foot / Tic Tac Tripler #1080
UPC: 7-91157-01080-5

Cost/Pack	Tickets/Pack	Top Prize
\$186.00	200	\$1,000
Overall Odds	Prize Payout	Low End \$\$/Pack
5.24	61.0%	\$110

Est. Start: 12/1/20

TIPS & TRICKS

KEEP YOUR VENDING MACHINE AND DISPENSERS FULLY STOCKED!

Retailers are seeing higher sales, including vending sales, during the pandemic as people are looking for entertainment value. Regularly check your vending machine and dispensers to limit out-of-stocks. In addition to providing a wide selection of scratch-offs, properly stocked vending machines and bins help reduce customer complaints and "walk-away" customers.



Fully stocked locations can capitalize on those impulse customer sales! If you are interested in a vending machine, please discuss the requirements with your sales representative (FMSR).

KENO GO-ING WELL FOR CUSTOMERS AND RETAILERS

KENO GO sales topped \$787,000 in the first six weeks since going statewide with the fast-paced, 3-minute game! That equates to \$55,000 in selling bonuses! That was more than both Lotto America AND Daily 4!

And your customers did well too! They cashed nearly \$450,000 in prizes in those six weeks and you, as a retailer, get 1% of those cashes at your location!

We are seeing a sales increase as both you and the customer become more familiar with the game. If you have any questions, please don't hesitate to ask your sales representative (FMSR).

This is a great game to have customers playing and winning over time. Ask them if they want to play multi-draw for up to 5 hours on their paper or digital play-slip.



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

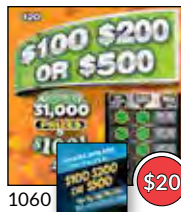
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(987-5297)



24-BIN PLANOGRAM

November 2020



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\$20



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\$20



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\$20



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\$10



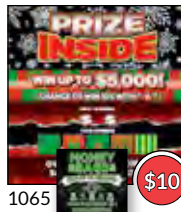
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\$10



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\$10



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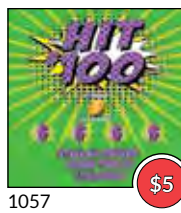
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\$5



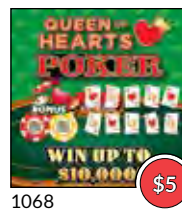
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\$5



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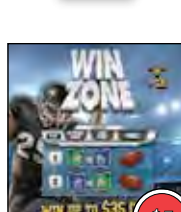
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\$5



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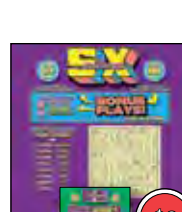
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\$5



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\$5



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\$3



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\$2



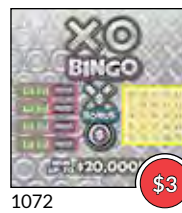
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\$2



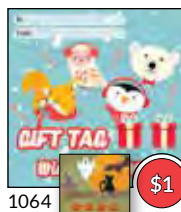
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\$2



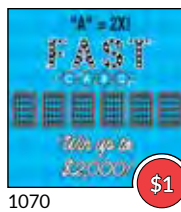
1072

\$3



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\$2

RETURN GAMES (11/1/20 - 11/30/20)



1030

\$5

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20-BIN PLANOGRAM

November 2020



1077

OR



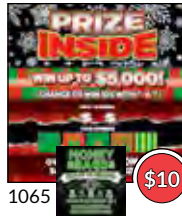
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\$20



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\$20



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\$10



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\$10



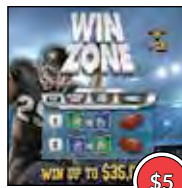
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\$10



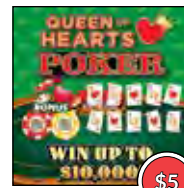
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\$5



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\$5



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\$5



1062

\$5



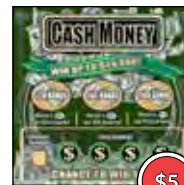
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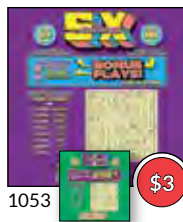
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\$5



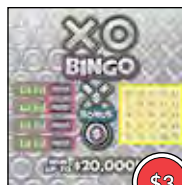
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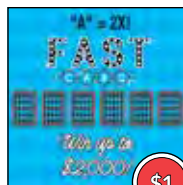
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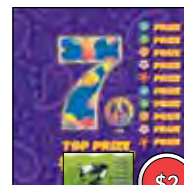
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\$1



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\$2

RETURN GAMES (11/1/20 - 11/30/20)



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\$5

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1060

OR

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\$1

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\$1

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\$2

RETURN GAMES (11/1/20 - 11/30/20)

1030

\$5

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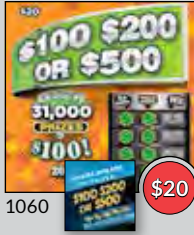









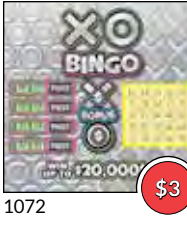



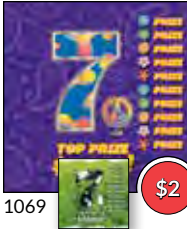
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12-BIN PLANOGRAM

November 2020

 1060	 1071	 1061	 1049
OR			
 1077	 1065	 1066	
OR			
 1062	 1067	 1068	 1072
OR			
 1063	 1064	 1070	 1069

RETURN GAMES (11/1/20 - 11/30/20)


1030

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