

# LOTTERY TERMINAL PROMOTIONS

LOTTERY TERMINAL PROMOTIONS WILL BE OFFERED PERIODICALLY THROUGHOUT THE YEAR TO CREATE TRAFFIC AND AWARENESS FOR SPECIFIC GAMES.

LOTTERY TERMINAL PROMOTIONS ARE A GREAT WAY TO UPSELL CUSTOMERS ON A FREE PLAY WITH PURCHASE WHILE INCREASING YOUR SALES AND COMMISSIONS.

**Earn 5% sales commission on all Promo Free Plays.**

## HERE IS HOW YOU WILL KNOW WHEN A PROMOTION IS AVAILABLE

### LOTTERY TERMINAL MESSAGES

Lottery terminal promotions can go live at any time, with short notice. Pay close attention to Pop-ups, Sign On and News messages to know when an offer is activated.

Print your **PROMOTION REPORT** to see the promotion(s) available at your retail location. From the **Reports** menu, select **Promotions** and number of copies to print. The printed report will show the start and end date of all current lottery terminal promotions in market.



### CUSTOMER DISPLAY

A promotional video will play on the Customer Display screen while the offer is available.



### TERMINAL BANNERS

A terminal banner with the promotion details will be available to print and display in your store.



## HOW TO DRIVE CUSTOMER AWARENESS

**ASK FOR THE SALE!** You can create awareness when a lottery terminal promotion is available at your location by upselling the offer to all customers.