

2022

# RETAILER EXPO

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Helping Lottery Retailers Grow  
Their Businesses



# AGENDA

01

## Retailer Contracting

Resources to make your day-to-day Lottery business effortless.

02

## Marketing

Marketing strategies that push customers to your store.

03

## Product & Research

Creating exciting product offerings that drive sales.

04

## Games Administration

Supporting your business to optimize sales.

05

## Security

Upholding the integrity of Lottery games and operations.

06

## Retailer Spotlight

Faisal Rasul, RaceWay #6952

07

## Retailer Spotlight

Nick Sallem, Nick and Moes

08

## Sales

Ensuring success through sales tools.



Because of  
**YOU!**

**\$2,246,000,000**

Generated for Florida students  
and schools in fiscal year  
2021

Because of  
**YOU!**

**\$9,076,218,914**

Generated in sales during  
fiscal year 2021, making  
Florida the #1 Lottery in  
the nation



Because of  
**YOU!**

**\$507,579,045**

Earned in retailer commissions  
in fiscal year 2021

**01**

New  
equipment,  
fresh marketing  
materials, and  
latest game  
details

**02**

Customized sales plans  
to drive sales at each  
retail location

**03**

New and exciting  
products  
customers love



# RETAILER CONTRACTING



## RETAILER APPLICATION

Florida Lottery  
250 Marriott Drive  
Tallahassee, FL 32399-6573  
(850) 487-7714 or flalottery.com

Non-refundable Application Fee: Payable to the Florida Lottery by  
Initial Application \$100, Additional Location \$25, Change of  
New Officer, Director or Shareholder \$25 each  
Each applicant shall be subject to a background investigation which can  
A retailer applicant shall be required to post a bond, certificate of deposit or other security  
investigation that such requirement is necessary to secure payment

Check application type and complete the information below – 1

- INITIAL APPLICATION     100% SALE OF STOCK     NEW OFFICER  
 ADDITIONAL STORE LOCATION  
 CHANGE OF LOCATION: Date of Relocation \_\_\_\_\_  
 CHANGE OF OWNERSHIP: Previous Location ID# \_\_\_\_\_

For information concerning sale of business: Contact Name \_\_\_\_\_ Pho

### SECTION 1 - BUSINESS INFORMATION

1. CORPORATE OR OTHER LEGAL NAME: \_\_\_\_\_  
2. STORE NAME (dba): \_\_\_\_\_ 3. STORE NUMBER: \_\_\_\_\_  
4. STORE ADDRESS: \_\_\_\_\_  
Street City State

## STEP ONE



Notify the Lottery's Retailer Contracting Office, your Lottery sales representative, or your local district office.

## STEP TWO



Submit a new retailer application and \$25 fee for each new officer/owner.



### RETAILER APPLICATION

Florida Lottery  
250 Marriott Drive  
Tallahassee, FL 32399-6573  
(850) 487-7714 or flalottery.com

FOR LOTTERY

ID# \_\_\_\_\_ C  
PROSPECT# \_\_\_\_\_  
DO \_\_\_\_\_

Non-refundable Application Fee: Payable to the Florida Lottery by check or money order.  
Initial Application \$100, Additional Location \$25, Change of Location \$10,  
New Officer, Director or Shareholder \$25 each.

Each applicant shall be subject to a background investigation which can include fingerprinting.  
A retailer applicant shall be required to post a bond, certificate of deposit or other security if it is determined during the investigation that such requirement is necessary to secure payment of lottery proceeds.

Check application type and complete the information below – PLEASE PRINT OR TYPE

- INITIAL APPLICATION     100% SALE OF STOCK     NEW OFFICER(S), DIRECTOR(S),  
 ADDITIONAL STORE LOCATION  
 CHANGE OF LOCATION: Date of Relocation \_\_\_\_\_  
 CHANGE OF OWNERSHIP: Previous Location ID# \_\_\_\_\_ Date of Sale \_\_\_\_\_

For information concerning sale of business: Contact Name \_\_\_\_\_ Phone Number (\_\_\_\_) \_\_\_\_\_

1. COUNTY AND CITY OF STORE LOCATION: \_\_\_\_\_  
2. STORE NAME (dba): \_\_\_\_\_ 3. STORE PHONE: (\_\_\_\_) \_\_\_\_\_  
4. STORE ADDRESS: \_\_\_\_\_  
Street City State Zip Code  
5. MAILING ADDRESS: \_\_\_\_\_  
Same as Store Address  Street or P.O. Box City State Zip Code

# OFFICER CHANGES & FILE UPDATES



# CERTIFICATE OF DEPOSIT & BOND REVIEWS



## PART ONE

Certificate of Deposit (CD) and Bond reviews are conducted every two years.



## PART TWO

CD and Bond releases may take several weeks to receive.

# CONTRACT RENEWAL

## FREQUENCY

Retailer contracts are renewed every four years.

## REQUIREMENTS

Provide list all officers/owners, including new officers/owners added since the last application.

Submit required fees (\$10 to renew; \$25 for each additional officer/owner). These fees can be swept from existing Lottery bank account using the Authorization to Sweep form.

### Retailer Contract

ACT is entered into by and between the FLO  
as "Lottery") and \_\_\_\_\_

(hereina

### Type of Contract

This contract authorizes Retailer to sell tickets for lottery g  
Lottery's sole discretion.

b. The section titles found in this contract are solely for convenie



# BANK ACCOUNT CHANGES

## REQUIREMENTS

Completed Electronic Fund Transfer Authorization (EFT) form and voided check or bank letter.

The EFT form can be downloaded from the Lottery's website or acquired from your Lottery sales representative.

EFT forms must be signed by an officer/owner on Lottery record.

## SUBMISSION

Email all required documentation to [RCSupport@flalottery.com](mailto:RCSupport@flalottery.com) or fax to (850) 488-8053.

Submissions must be received by noon on Thursday in order to take effect the following week.

**ELECTRONIC FUND TRANSFER AUTHORIZATION FORM**

REV. 12/15  
250 M...  
TALLAHASSEE, FL  
(850) 487-7714 or h...

Lottery to make automatic withdrawals or deposits each week from or into my business checking account.

... I authorize the financial institution to charge  
listed account. The amount of such Lottery withdrawals or deposits will be equal to the amount shown  
which I maintain a record. I also authorize the adjustment of entries to correct errors and to collect additional cl  
d/or interest. It is agreed that these withdrawals, deposits and adjustments will be electronically made  
system under the rules and procedures of the Florida Lottery and the National and Local Automated Clearin

Retailer Contracting



# MARKETING



# LOTTERY BRAND PILLARS



PLAY



RESPONSIBLE  
GAMING



EDUCATION



# CUSTOMER'S JOURNEY TO PURCHASE

## RADIO

Reaches customers in transit closer to the point of purchase.

## DIGITAL & SOCIAL

Reaches customers on a personal level; provides easy access to information.

## TELEVISION

Reaches customers in their homes to build brand equity.



## OUT OF HOME (OOH)

Includes digital billboards, jackpot billboards, and gas station TV.

## POINT OF SALE (POS)

Reaches customers in-store at the point of purchase.



# IN-STORE SIGNAGE

ESMM Slideshow

DAILY BONUS PLAY PROMOTION  
JANUARY 5 – FEBRUARY 28, 2022

PLAY SCRATCH-OFFS, AVAILABLE AT LOTTERY RETAILERS STATEWIDE  
AVAILABLE: JANUARY 5, 2022 | FL.LOTTERY.COM  
Must be 18 or older to play. Play responsibly. ©2022 Florida Lottery



**FLORIDA LOTTO<sup>x</sup>**  
\$12 MILLION  
Current Jackpot

**FLORIDA MEGA MILLIONS**  
\$13 MILLION  
Current Estimated Jackpot

**FLORIDA POWERBALL**  
\$260 MILLION  
Current Estimated Jackpot

**Lucky Money**  
\$2 MILLION  
Current Jackpot

**FLORIDA LOTTERY CASH 4LIFE**  
\$1,000/DAY FOR LIFE

— OVER \$50.5 BILLION IN PRIZES PAID —  
**PLAY SOMETHING NEW, NOW!**

TRIPLE PLAY  
\$500 BONANZA  
BIG BEN

PLAY RESPONSIBLY

TOP PRIZES RANGING FROM  
**\$50 TO \$500,000!**

FLORIDA Lottery

**DID YOU WIN?**

EXPRESS CHECK HERE!

Scan Ticket Below  
See Retailer for Payment  
of Winning Tickets



ADD SOME PLAY TO YOUR DAY  
TAP SCREEN TO BEGIN

# FLORIDA'S GAME

GOT AN UPGRADE



See retailer for prize claim instructions.

SCANNING AVAILABLE FOR PAPER SLIPS

Must be 18 or older to play. Play responsibly.

**THIS MACHINE DOES NOT GIVE CHANGE.**

INSERT \$1, \$5, \$10 OR \$20 BILLS.  
VEA LA CANTIDAD DEBIDA EN \$1, \$5 O \$20.

INSERT PLAYSLEIPS

# IN-STORE SIGNAGE

FSVM Animations



# PRODUCT & RESEARCH



# PRODUCT PORTFOLIO MANAGEMENT

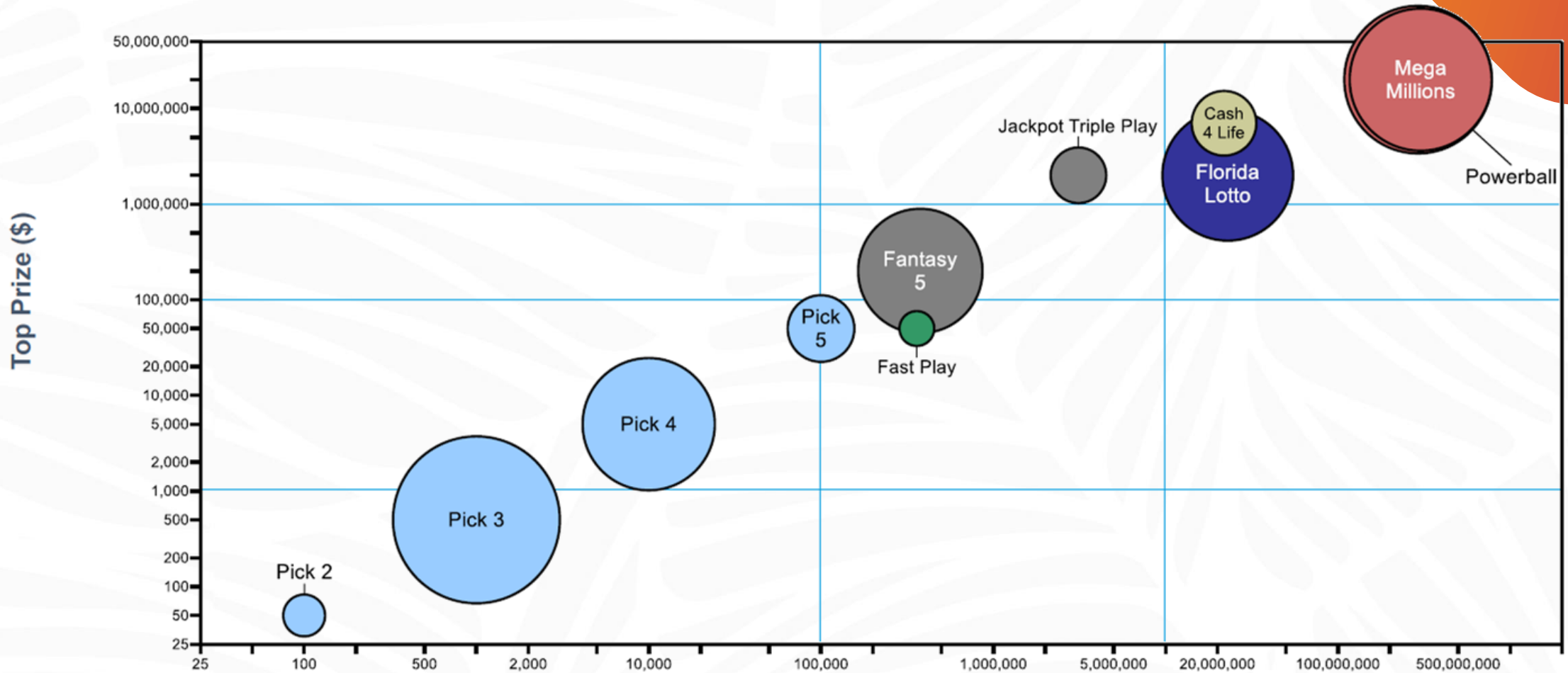
Offer the BEST games available.

Balance of Scratch-Off and Draw game products to ensure mass appeal and optimize revenue.

Utilize a variety of themes, play styles, price points, and prize options for a wide-ranging and diverse consumer market.



# DRAW GAME PORTFOLIO MAP





# IDENTIFY NEEDS & NEW OPPORTUNITIES

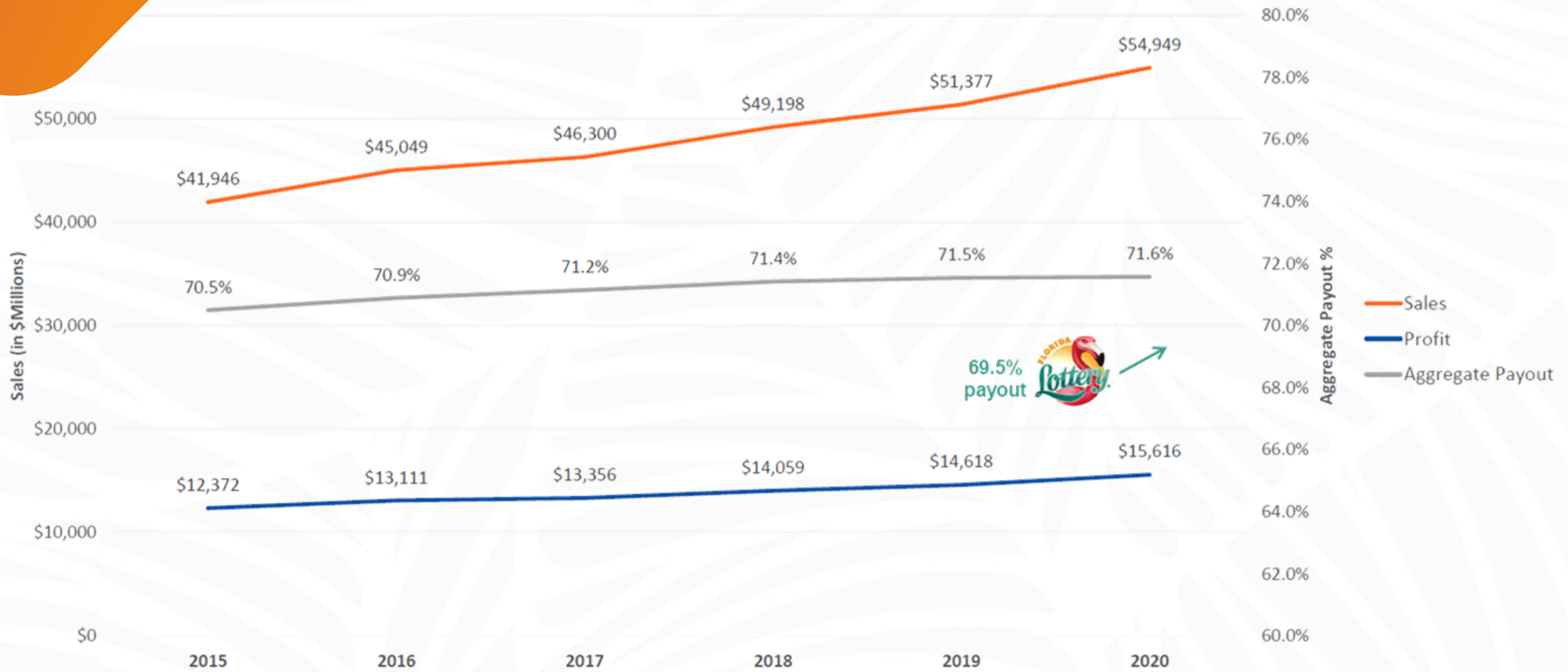
Monitor performance of current offerings.

Evaluate recommendations from industry experts and gaming vendors.

Collaborate with other Lotteries to discover new games, marketing strategies, and retail opportunities.



# SALES | PAYOUTS | PROFIT TRENDS



69.5% payout 





# MARKET RESEARCH

Continuous tracking of values, lifestyle, awareness, and opinions of the general public.

Used to measure performance of Lottery operations, advertising and product effectiveness, trends, and other factors impacting the market.

Monthly internet surveys with players on relevant topics and future ideas.

Quantitative and qualitative studies focused on specific initiatives.





IGT presents concept  
Research begins

Three other Lotteries  
launch CASH POP

Game design options  
are considered to  
bypass barriers

Kentucky launches  
CASH POP

Business analysis of  
resource allocation is  
conducted to maximize ROI

**2018**

**2019**

**2020**

**2022**

**2021**

CASH POP launches  
on January 3

Four other Lotteries  
launch CASH POP

Decision is made to  
launch CASH POP  
and suspend Fast  
Play

Launch preparation  
is completed

**CASH  
POP™**

**LAUNCH  
TIMELINE**

Research & Product Development





**Florida Lottery launch:  
January 3, 2022**

- Draw frequency 5X per day
- \$1, \$2, \$5 price points



**South Carolina Education  
Lottery launch: January  
17, 2022**

- Draw frequency 2X per day with Numbers games



**Virginia Lottery launch:  
January 24, 2022**

- Draw frequency 5X per day



**West Virginia Lottery  
launch: February 27, 2022**

- Interleaved on monitors with Keno and 15 min draws



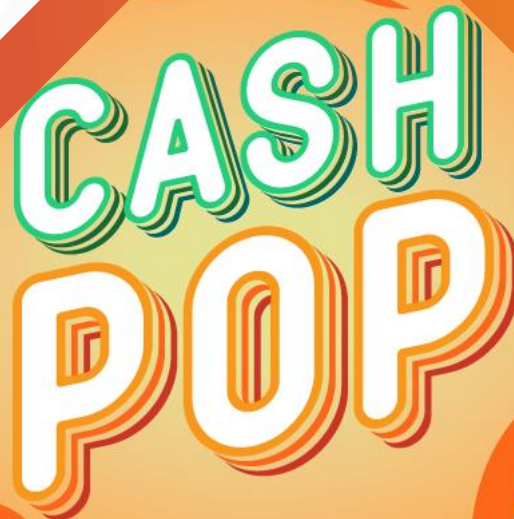
**Missouri Lottery launch:  
May 22, 2022**

- Draw frequency 5X per day



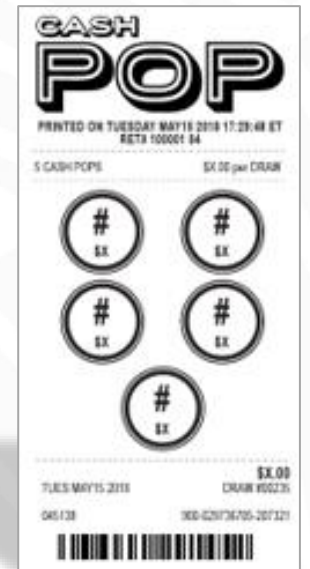
# 15%

of players surveyed preferred each number printed on a separate ticket



# 85%

of players surveyed preferred all numbers printed on one ticket



# GAMES ADMINISTRATION





# PROVIDING EXCELLENT SUPPORT



RETAILER  
HOTLINE

1-800-226-3344



MOBILE APP

Free for iOS and  
Android users



WEBSITE

[flalottery.com](http://flalottery.com)

# RETAILER HOTLINE

1-800-226-3344

## OPTION 1

### **IGT Service and Supplies**

Used for ordering playslips or ticket stock and to report terminal issues.

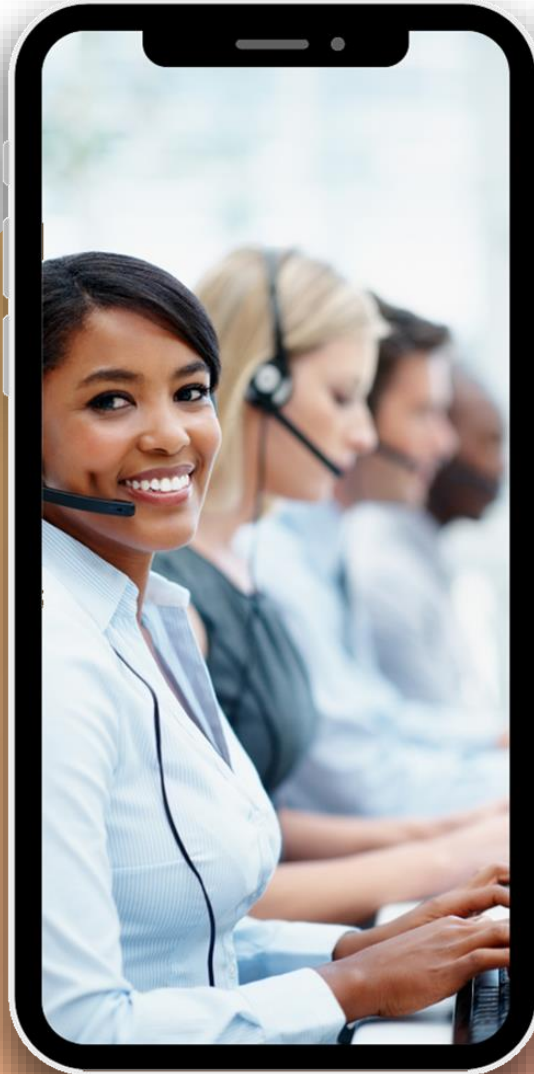
Available every day, 6:00 a.m., ET to midnight.

## OPTION 3

### **Retailer Contracting**

Used for contract questions, renewal fees, or EFT changes.

Available Monday – Friday, 8:00 a.m. to 5:00 p.m., ET.



## OPTION 2

### **Games Administration**

Used for inventory inquiries, weekly settlement information, ticket adjustments, and tax forms.

Available every day, 7:00 a.m., ET to midnight.

## OPTION 4

### **Security**

Used to report theft or robbery after 911 has been contacted.

Available 24 hours a day, seven days a week.

**FIND A  
RETAILER**

**ENTER  
PROMOTIONS**

**CREATE  
DIGITAL  
PLAYSLIPS**

**CHECK  
TICKETS**



# **MOBILE APP**

Improving Efficiencies at  
Your Stores



# RETAILER WIZARD

## Retailer Internet Portal



Check store activity remotely



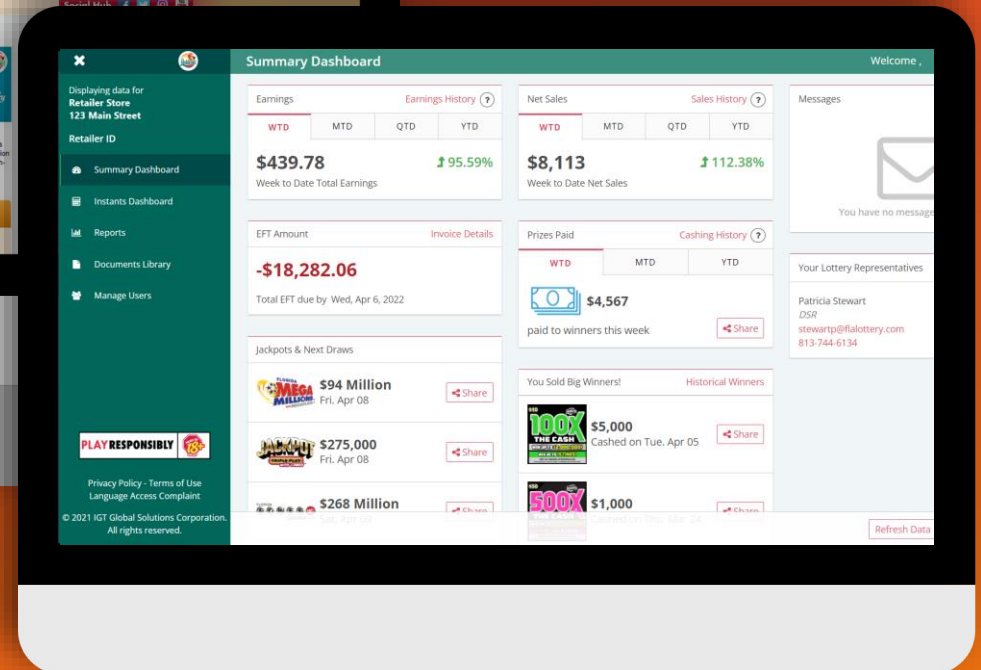
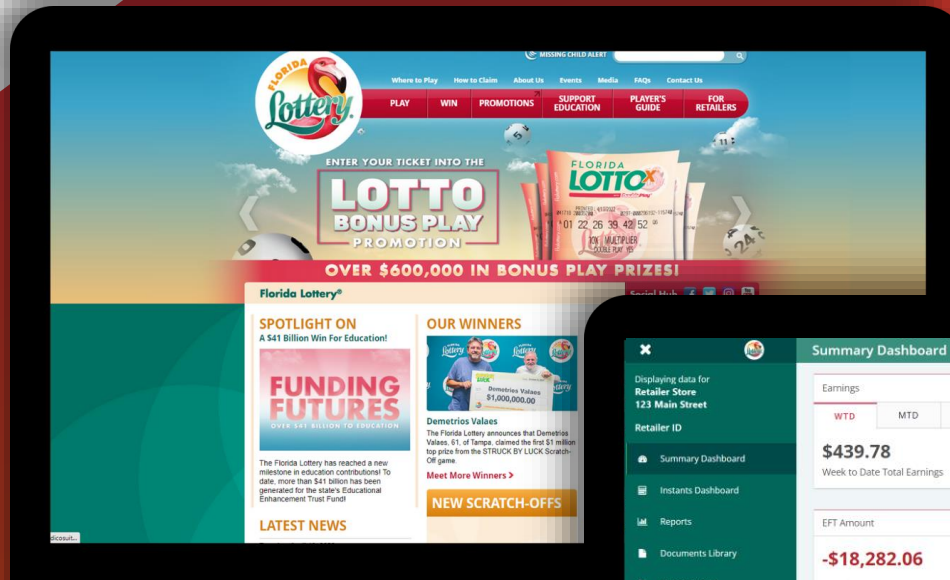
Utilize documents library



Obtain sales representative contact information



Run and print reports



# SECURITY



# ENSURING LEGAL & RESPONSIBLE PLAY

## Primary Responsibilities

### FORENSIC LABORATORY

Responsible for ticket examinations, security design, printing oversights, and authentications.

### CRIMINAL INVESTIGATIONS

Related to theft, fraud, false claims, and unlawful assignment of tickets.

### DRAW GAME MANAGEMENT

Upholds the security and integrity of all Florida Lottery Draw game drawings.





# ENSURING LEGAL & RESPONSIBLE PLAY

## Primary Responsibilities

### ANALYTICS

Monitors retailers to ensure integrity of Lottery sales and payment of prizes.

### CENTRAL ALARM STATION

Operate and monitor surveillance of Lottery Headquarters and nine district offices.

### WORKPLACE SAFETY

Designated safety officers handle workplace safety issues, accident prevention, and workers' compensation investigations.

# ENSURING LEGAL & RESPONSIBLE PLAY

## Primary Responsibilities

### EMERGENCY MANAGEMENT

Responsible for the Lottery's Continuity of Operations Plan and Emergency Preparedness Plan.

### BACKGROUND INVESTIGATIONS

Responsible for conducting background investigations on all potential employees, vendors, and retailers.

### PROVIDE MUTUAL AID

During declared emergencies, special agents are deployed to supplement local law enforcement resources.

# SALES





# SALES TEAM



**114**

Sales  
Representatives



**13**

Sales Managers



**13,400**

Lottery Retailers

# SALES TEAM



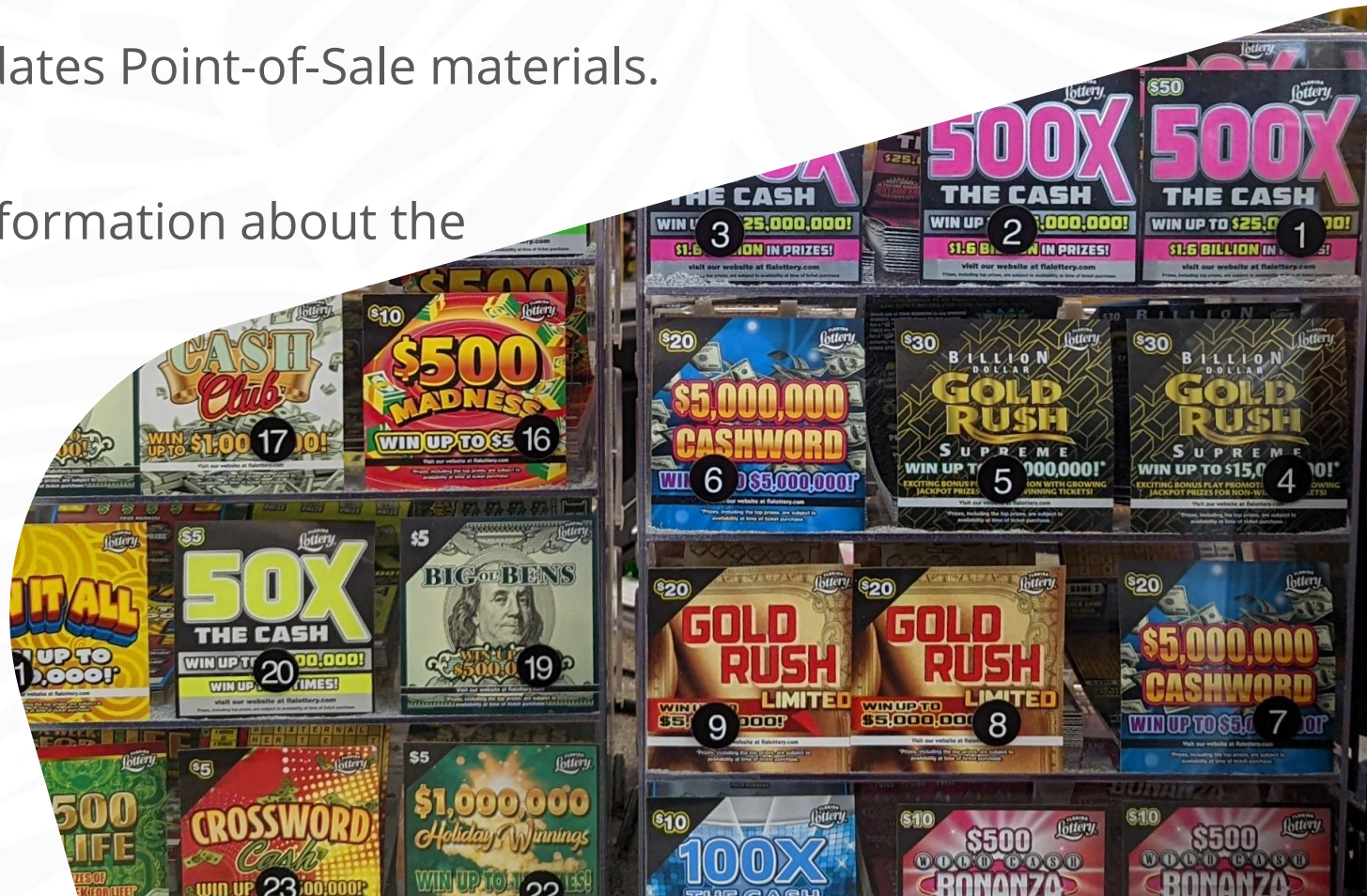
Shares effective sales techniques to promote and increase the sale of Lottery products.



Provides, installs, and updates Point-of-Sale materials.



Communicates current information about the Lottery and its products.







Resolves issues regarding Lottery sales, tickets, and supplies distribution.



Provides training and guidance on effective methods for increasing ticket sales.



Analyzes individual retailer sales, recommends improvements to increase sales, and establishes goals.



# SALES TEAM



# WORKING TOGETHER TO INCREASE SALES

- ◆ Ensure top-selling Scratch-Off games are in-stock
- ◆ Dispenser placement for highest visibility
- ◆ Display game cards in every bin
- ◆ Upgrade dispensers to increase the number of games offered



# POINT-OF-SALE MATERIALS



Wobblers  
5"W x 10"H



DUAL 4-Sided Bollard Cover  
32.0" W x 36.0" H



Starburst  
6"W x 6"H



DUAL 3-Sided Standee  
46.25" W x 46.0" H



Feather Flag Banner  
25.5" W x 105.5" H



Yard Sign  
24" W x 18" H  
English (Spanish separate)



Wobbler  
5" W x 10" H  
English (Spanish separate)

3.625" W  
English (Spanish separate)



Vinyl Outdoor Banner  
72" W x 36" H  
English (Spanish separate)

Point-of-Sale materials drive customers into your store.

Variety of pieces to fit your needs, including game-specific and generic materials.

Available with every new game launch for a fresh look in your store.



# DEBIT ACCEPTANCE

Accepting debit for Lottery products increases sales.

Debit acceptance Point-of-Sale materials drive cashless customers into your store.

Increases customer satisfaction through a convenient payment option.

Remain competitive with other retailers accepting debit for Lottery.





# WINNER AWARENESS

Generate excitement for your customers and your business through winner awareness.

Paying prizes under \$600 drives additional sales in your store.

Increase Lottery product awareness and sales.



# SALES TOOLS

## To Ensure Success



Every sales representative is equipped with the Mobile Sales Tool.



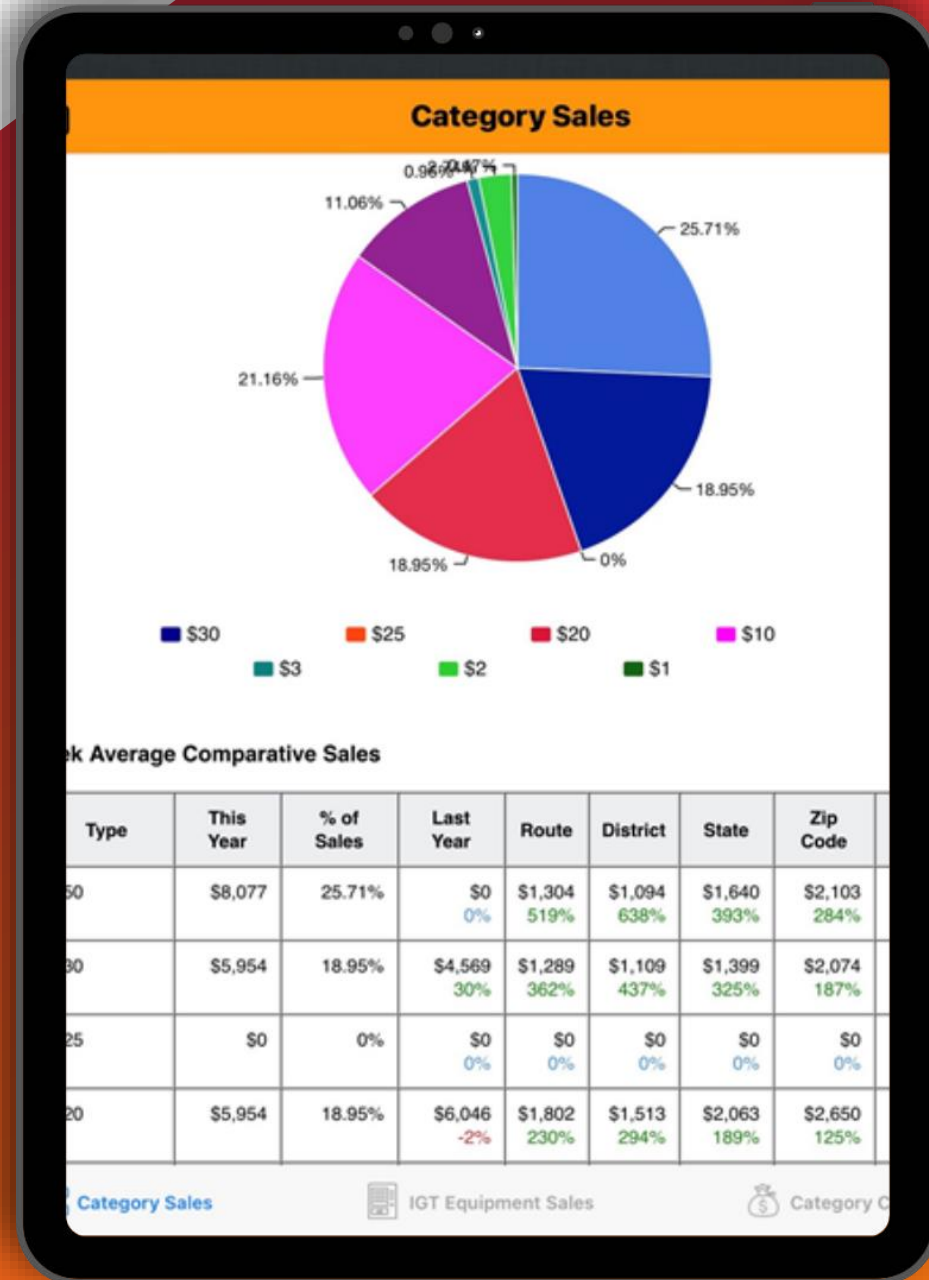
Ability to analyze sales trends and identify opportunities to increase sales.



Provides on the spot product inventory reviews and orders.



Access to Lottery news, winner awareness, and alerts.



# SALES TOOLS

To Ensure Success

Plan-O-Grams ensure top-selling Scratch-Off games are always in your dispenser.

Makes ordering inventory easier.

Helps to easily identify games that have sold out.

Compliments our auto-order/replenishment program.

**24 Game Counter Dispenser**  
**PLAN-O-GRAM**

**EFFECTIVE DATES : 04/11/2022 - 5/22/2022**

1	GAME 1485 \$30	BIN 2	GAME 1501 \$20	BIN 3	GAME
5	GAME 1493 \$10	BIN 6	GAME 1477 \$10	BIN 7	GAME
9	NEW GAME 5031 \$10	BIN 10	GAME 5028 \$10	BIN 11	GAME
13	NEW GAME 7023 \$5	BIN 14	GAME 7020 \$5	BIN 15	GAME
17	NEW GAME 7022 \$2	BIN 18	GAME 5027 \$2	BIN 19	GAME
21	NEW GAME 5030 \$1	BIN 22	GAME 1506 \$1	BIN 23	GAME



# SALES TOOLS

To Ensure Success



Smart Count is a Scratch-Off sales tracking and management system.



Use the Lottery terminal's hand-held scanner to quickly and accurately scan tickets.



Smart Count automatically calculates the number of tickets sold and the value from each book that is open for sale.



# RETAILER WIZARD

## Retailer Internet Portal



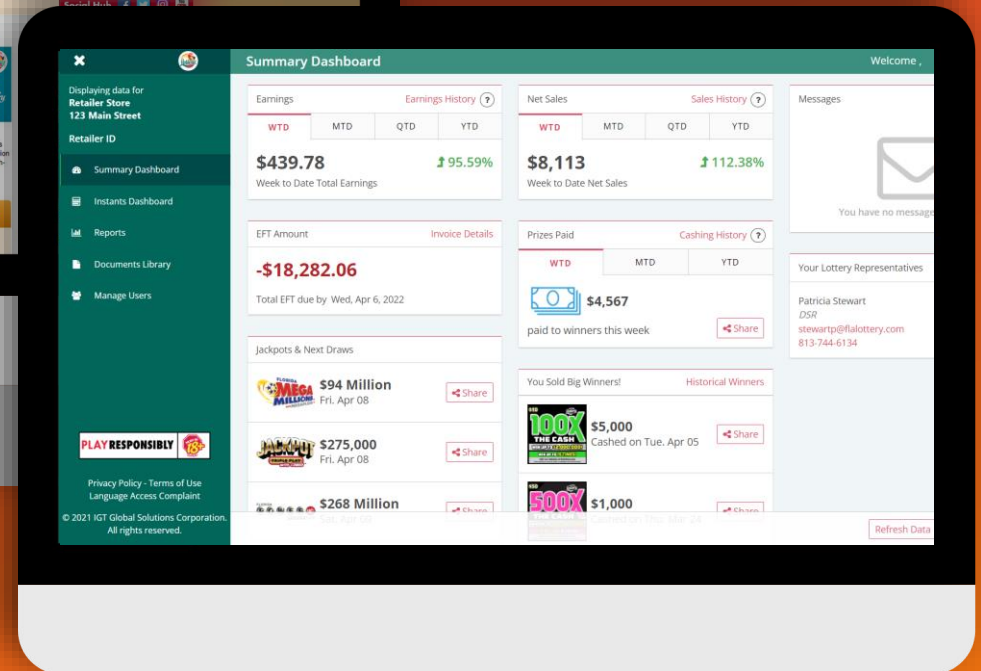
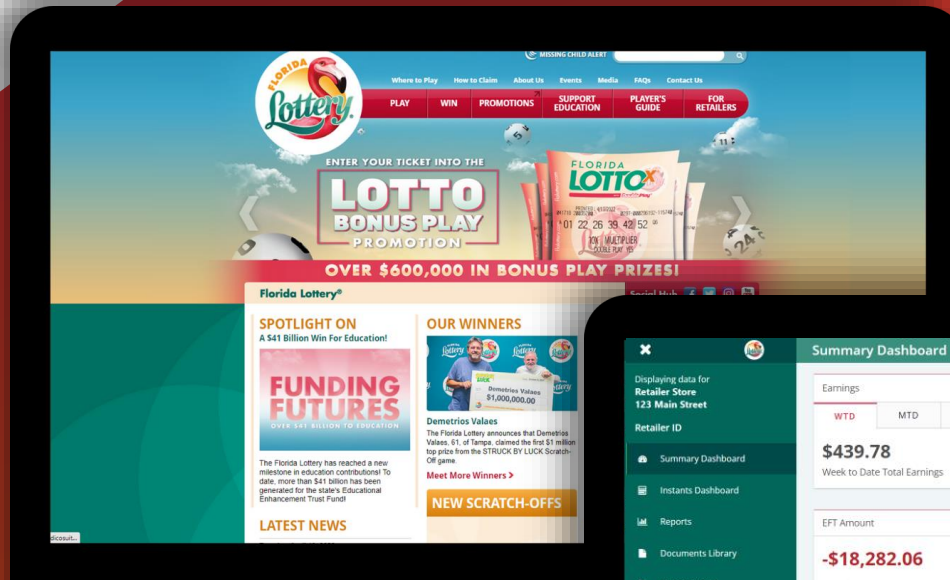
Helps you manage and grow your Lottery business.



Check Scratch-Off ticket sales and inventory.



See your store's top selling games by price point



# CONTACT US

## Lottery Headquarters

(850) 487-7777

## Communications

(850) 487-7727

## Customer Service

(850) 487-7787

## Games Administration

1-800-226-3344

## Retailer Contracting

(850) 487-7714

## Security

(850) 487-7730

## Statewide Lottery Offices

Tallahassee: (850) 487-7799

Pensacola: (850) 484-5020

Jacksonville: (904) 448-4760

Gainesville: (352) 334-3880

Orlando: (407) 788-2202

Tampa: (813) 744-6134

Fort Myers: (239) 278-7111

West Palm Beach: (561) 640-6190

Miami: (305) 364-3080

For further questions, email [RetailerExpo@flalottery.com](mailto:RetailerExpo@flalottery.com)  
and use the subject "Retailer Expo".







# THANK YOU

FROM THE FLORIDA LOTTERY