2022 RETAILER EXPO

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
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.
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.

CERTIFICATE OF DEPOSIT & BOND REVIEWS
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.
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 or fax to (850) 488-8053.

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

The diagram illustrates the top prize odds for various lottery games under the Research & Product Development category. The vertical axis represents the top prize in dollars, while the horizontal axis shows the top prize odds. The circles represent different games, with larger circles indicating higher top prizes. Key games include Pick 2, Pick 3, Pick 4, Fantasy 5, Fast Play, Florida Lotto, Cash 4 Life, Jackpot Triple Play, and Powerball.
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

[Graph showing sales, profit, and aggregate payout trends from 2015 to 2020.]

Research & Product Development
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

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
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 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 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 4**
Security
Used to report theft or robbery after 911 has been contacted.
Available 24 hours a day, seven days a week.
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

Games Administration
ENSURING LEGAL & RESPONSIBLE PLAY
Primary Responsibilities

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

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

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

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

EMERGENCY MANAGEMENT

PROVIDE MUTUAL AID
During declared emergencies, special agents are deployed to supplement local law enforcement resources.
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.
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 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.
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.
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.
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 and use the subject “Retailer Expo”.
THANK YOU
FROM THE FLORIDA LOTTERY