



MERCHANDISING STANDARDS



THE CT LOTTERY BRAND RETURNS BIG PROFITS

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CT Lottery Branding



Key features of our new displays

- ◆ Insert Cards
- ◆ Numbering System
- ◆ Branding POS— Draws Attention to Games
- ◆ Increased Customer Excitement
- ◆ Greater Potential for Suggestive Selling



Front Counter Display

Low Profile Dispensers

Consistent Numbering System

- ◆ Dispensers are always numbered with “number 1” starting on the top left Dispenser Box (facing customer).
- ◆ Number is placed on top right of box. Please follow the number sequence as displayed.



Example Shown

- ◆ 5-10 Game Dispensers
- ◆ Holds 50 Games
- ◆ Inside Clip Secures Insert Card
- ◆ Includes Topper & Side Panel
- ◆ Numbered For Easier Sale
- ◆ 48” Wide Footprint

10 Game Dispenser

- ◆ Tickets Lay Flat
- ◆ Easy to Expand Number of Games
- ◆ Dispenser Card Inserts Add Impact
- ◆ Dimensions:
- ◆ 9-1/2” Wide x 19.335 High x 13” Deep
- ◆ Per 1-10 Count Dispenser

BACK COUNTER DISPLAY

Regular Size 10 Game Dispensers
with Small Insert Card Holders
and Cards



Example Shown

- ◆ 4-10 Game Dispensers
- ◆ Holds 40 Games
- ◆ Insert Holder Secures Small Insert Card to Dispenser Door
- ◆ Includes Topper & Side Panel
- ◆ 38" Footprint
- ◆ Numbered For Easier Sale

10 Game Dispenser

Dimensions:

9-1/2" Wide x 23-1/2" High x 13" Deep

Per 10 Count Dispenser

Low Profile 10/20 Unit Dispensers

Modular Series

Dimensions:

10 Unit Dispenser

19.335" High

9.5 " Wide

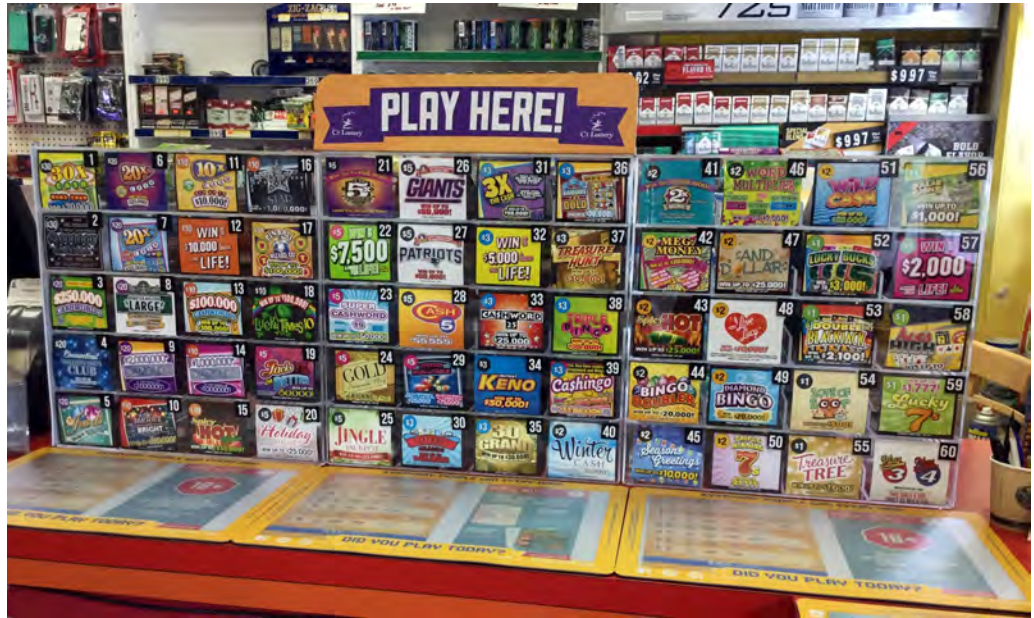
13" Deep

20 Unit Dispenser

19.335" High

19" Wide

13" Deep



Same Impact as Regular Size Dispensers

- Shorter Height for greater visibility
- All other dimensions are the same
- Can offer more games in the same footprint
- ♦ Increased Opportunities to Engage with Customers
- ♦ Preferable for front counter. Does not accommodate Insert Card Holders

2 Unit Extension Dispenser
Low Profile Add-On Dispenser
Holds 2 Games
Modular Series



Dimensions 9.25" W X 4" H X 13" D

Add-On 4 Game Horizontal Display
Modular Series
Low Profile Dispensers



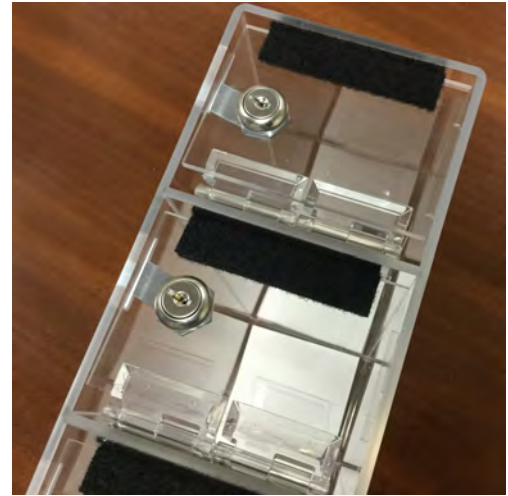
Dimensions: 18.5" W X 4" H X 13" D



Add-On 4 Game
Horizontal Display

To be used on top or bottom
of Low Profile Dispensers.

Add-on 5 Game Vertical Display
Modular Series
Low Profile Dispensers



Dimensions: 19.335" H X 4 9/16 " W X 13" D

Add-on 5 Game Vertical Display
To be used as an add-on to any Low Profile front counter configuration.



8 Unit Extension Dispenser

Low Profile/Regular Size

Add-On Dispensers

Holds 8 Games

Regular size 8 Game Dispensers

**Perfect for adding games to a
back counter set-up**

Dimensions:

18.5" Wide X 13 " Deep X 9 5/8" High



Low Profile 8 Game Dispensers

Modular Series

**Perfect for adding games to a front
counter LP Set-up**

Dimensions:

18.5" Wide X 13 " Deep X 8 1/16" High

TOWER DISPLAY

BACK COUNTER PLACEMENT



Example Shown

- ◆ 2-20 Game Dispensers
- ◆ Holds 40 Games
- ◆ Insert Card Holder Secures Small Insert Card to Dispenser Door

Dimensions:

Per 20 Game Dispenser 18.5" Wide x 23-1/2" High x 13" Deep

Total Height of Back Counter Display: 47"

Uses Regular Sized Dispensers

Front Counter Tower Display

Modular Series

- ◆ Low Profile Dispensers
- ◆ Less than 39" High
- ◆ Can be sized for 40, 50 or 60 Games



CUSTOM “ABOVE COUNTER” DISPLAY

Front Counter Placement

Works with Regular size or Low Profile
Dispensers



Example Shown

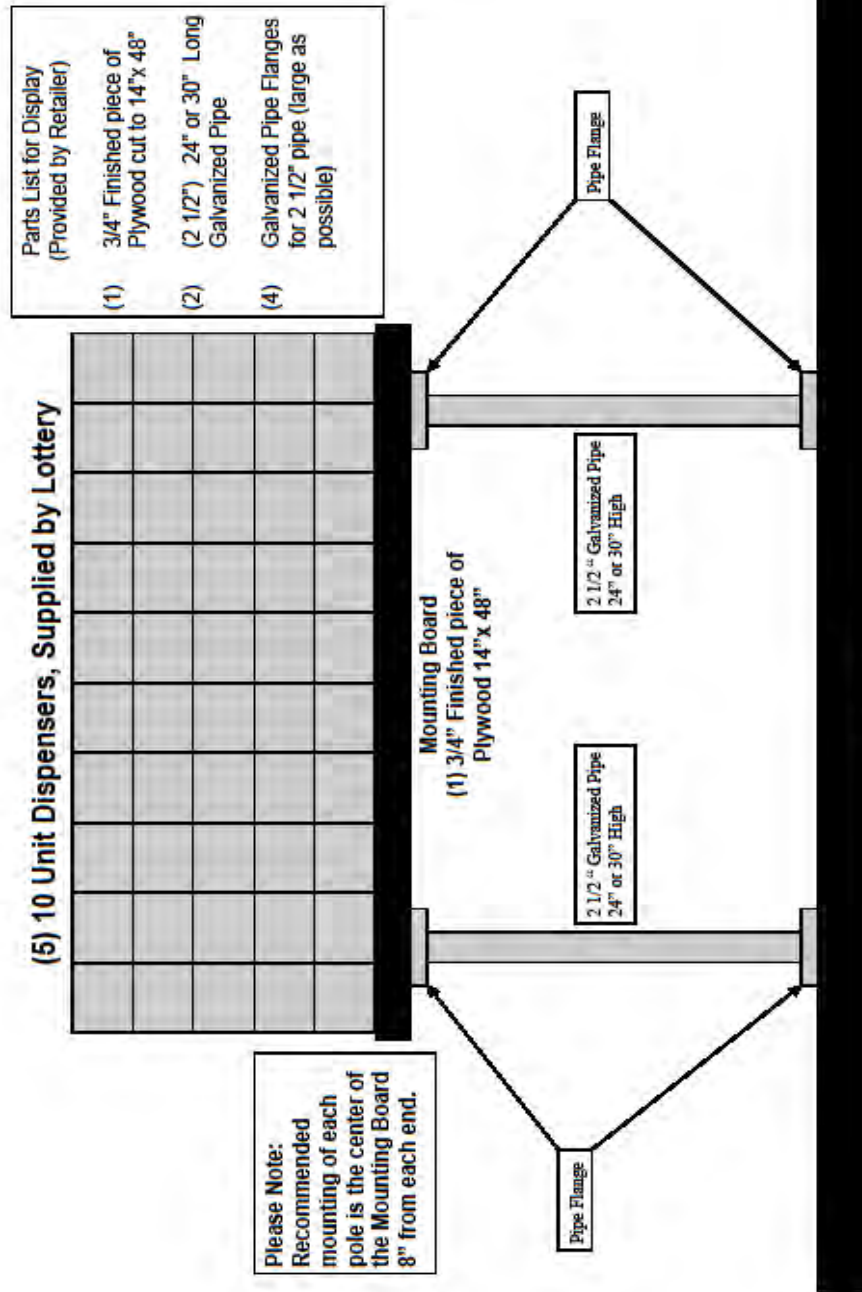
- ◆ 5-10 Game Dispensers
- ◆ Holds 50 Games
- ◆ Clip Secures Insert Card
- ◆ Includes Topper & Side Panel
- ◆ Numbered For Easier Sale
- ◆ 48” Wide Footprint

Custom Built Display

- ◆ Solution When Limited Counter Space Available
- ◆ Mounts to Existing Counter to Raise Display and Free Counter Space
- ◆ Allows for Product to be Merchandised Below Scratch Tickets
- ◆ Dispenser Insert Cards Add Impact
- ◆ Custom Built Riser built by retailer

CUSTOM DISPLAY BUILT BY RETAILER

CT Lottery Supplies the Dispensers



Example Shown

- ◆ 5-10 Game Dispensers
- ◆ Holds 50 Games

Dimensions Counter

9-1/2" Wide x 23-1/2" High x 13" Deep

Security Shields, For Low Profile Dispensers

Side Shield: Matches the side of a low profile dispenser and extends 4 " from the edge of the dispenser

A Side Panel covers the shield (and tape) to give a finished "branded" look

Top Shield: Matches the width of a Low Profile 10 Game Dispenser and extends 4 " out to cover the top row of the dispenser



INSERT CARD HOLDER FOR TRIPLES



Insert Cards with Plastic Holder

- ◆ Easy to Load, Holder Attaches to Outside of Dispenser
- ◆ Uses Full Sized Insert Cards
- ◆ Easy For Consumer to Identify Games

Customized Scratch Ticket Menu Board

Can be sized according to the quantity of games used by the retailer and/or available wall space

Each board comes with the small insert cards already mounted on board

Numbered to correspond with the actual ticket dispensers making ordering Scratch Tickets easy....!



Custom Signage and Window Decals Reserved for Top and High Potential Retailers



Lighted Erasable Board

Used to display Jackpots, Winning Numbers
and Lottery News



SALES INFORMATION DISPLAYS



Brochure Holder

Conveniently Holds:

- ◆ CT Lottery Brochures
- ◆ Payout Cards
- ◆ Play Slips
- ◆ Pencils
- ◆ 10 Pockets for Brochures and Play Slips
- ◆ 6 Pockets for Prize Payout Cards
- ◆ 2 Pockets for Pencils



Keno Caddy

- ◆ Holds Keno Slips
- ◆ Pencils
- ◆ Payout Information



LIGHTED SIGNS

CT LOTTERY LIGHTED SIGN

Dimensions:

28" Wide x 16.5" High

LIGHTED JACKPOT SIGN

Dimensions:

Powerball/Mega Millions

30" Wide x 18" High



Keno Lighted Sign

Dimensions:

24" Wide x 12' High

STANDARD SIGNS



Examples Shown

- ◆ CT Lottery Pole Signs
- ◆ CT Lottery Banner
- ◆ CT Lottery Winner

CT Lottery provides a variety of signs to help promote “our brand” for both the interior and exterior of your store.

POLE SIGNS



Examples Shown

- ◆ CT Lottery Pole Signs
- ◆ (Used for Exterior Locations)

Attract Lottery Customers to Your Store!

SIDEWALK SIGNS

“Street Talkers”



Dimensions

Available in (2) Sizes

Small Size:

24" Wide x 37" High
(Legs are 32" Long)

Large Size:

29-1/2" Wide x 52" High



CUSTOM PLAY CENTER (Playstation)

- ◆ Lightweight, durable plastic
- ◆ ADA accessible
- ◆ 14 Game Info Ticket Holders
- ◆ Convenient Pencil Holder
- ◆ Small Footprint
- ◆ Dimensions: 72.4" h x 26" w x 16.4" d

