MERCHANDISING STANDARDS

THE CT LOTTERY BRAND RETURNS BIG PROFITS

Purchasers must be 18 or older.

Use your GameSense

@ Lotto.ORG
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Key features of our new displays

- Insert Cards
- Numbering System
- Branding POS— Draws Attention to Games
- Increased Customer Excitement
- Greater Potential for Suggestive Selling
BUILDING THE CT LOTTERY
MERCHANDISING CONCEPT

The Essentials

- Topper
- Side Panels
- Insert Cards
- Numbering System
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
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
Example Shown

- 2-24 Count Ceiling Mounts
- Holds 48 Games
- Plastic Holder Secures Insert Card
- Includes Topper
- Numbered For Easier Sale
- 72” Wide Footprint

Ceiling Mount Dispenser

- Solution When No Counter Available
- Mounts to Ceiling Joists
- Dispenser Insert Cards Add Impact
- Available by Calling 1-800-842-5688, Press #1, Sales Department
- Cost—24 Count or 36 Count: Call for latest prices.

Dimensions Per Each Dispenser

- 24 Count 36” Wide x 16” High
- 36 Count 54” Wide x 16” High

Please Note: The CT Lottery Does not Install!
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
(5) 10 Unit Dispensers, Supplied by Lottery

Dimensions

9-1/2” Wide x 23-1/2” High x 13” Deep

Example Shown

- 5-10 Game Dispensers
- Holds 50 Games

Please Note: Recommended mounting of each pole is the center of the Mounting Board 8” from each end.

Parts List for Display (Provided by Retailer)

1. 3/4” Finished piece of Plywood cut to 14”x 48”
2. (2 1/2”) 24” or 30” Long Galvanized Pipe
3. Galvanized Pipe Flanges for 2 1/2” pipe (large as possible)

CT Lottery Supplies the Dispensers

Custom Display Built by Retailer
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
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.
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
Cash Drawer

Keeps Lottery Money Separate

- Fits Conveniently Under the Wave Terminal
- Available by Calling 1-800-842-5688, Press #1, Sales Department
- The Cost is $60
- Dimensions:
  - 8-1/2” Wide x 11” High x 9-3/4” Deep
  - 6” Wide x 5” High x 16-3/4” Deep

CUSTOM PLAY CENTER

- Durable Metal Design
- ADA Height Writing Surface
- Game Info Ticket Holders
- Convenient Pencil Holder
- Small Footprint
- Measures 22 x 18 at the Base
- 60” High