



KEEP 'EM FULL Retailer Promotion



INSTANT TICKET PROMOTION

ATTENTION RETAILERS & CLERKS!

Keep your instant ticket bins and PHD's **full** of scratch tickets and **loaded correctly**, and you could win a **PRIZE** from the Lottery.

- **Full Units** mean that every slot must be filled with a Scratch game. You may split a pack into two slots if necessary for on counter bins.
- **Loaded Correctly** means that the ticket graphics side must be facing the players. The instructions side should not be visible to the players for on counter bins. The use of bin cards is even better.

It's proven to increase sales!

Full Instant ticket dispenser units are very visible and remind customers to buy their Lottery tickets. Full bins stimulate impulse sales of instant tickets that increase your overall Lottery sales and your commission.

Your reward!

ALL Lottery selling clerks who are working when your field rep visits for the Keep 'Em Full promotion will receive a prize!

When is it?

The promotion runs from Monday, September 16, 2024 to Friday, October 18, 2024

