



**CHAMPIONS
OF PLAY**

October 2026

Retailer Playbook

Volume 14 • Issue 10

NEW GAMES



**ON
SALE
OCT 6**



**LOADED EXCLUSIVELY WITH
\$20, \$50 AND \$100 PRIZES!**



NEW Draw Game IS HERE!

SEE PAGE 12 FOR MORE DETAILS

Estimated Overall Odds: \$3 Frosty Fun Crossword 1 in 3.72 • \$5 \$20, \$50 or \$100 1 in 7.30 • \$10 Dollar Signs 1 in 3.82 • \$20 High Roller 1 in 4.66

08081126_GB



Launching October 6

\$20 High Roller #2637

- Estimated Overall Odds: 1 in 4.66
- Win up to \$500,000!
- Winnings start at \$40
- Win \$50, \$100, or \$200 instantly
- Ticket length: 10"
- Pack size: 30



\$10 Dollar Signs #2636

- Estimated Overall Odds: 1 in 3.82
- Win up to \$250,000!
- Win 5X your prize
- Win multiple prizes in a linked section
- Ticket length: 10"
- Pack size: 50



\$5 \$20, \$50 or \$100 #2635

- Estimated Overall Odds: 1 in 7.30
- All winning tickets are \$20, \$50 or \$100!
- Win double your prize
- 20 chances to win
- Ticket length: 8"
- Pack size: 100



\$3 Frosty Fun Crossword #2638

- Estimated Overall Odds: 1 in 3.72
- Win up to \$30,000!
- Win double your prize
- Ticket length: 6"
- Pack size: 100



OCTOBER 4-BIN FEATURE TOWER

Use a Feature Tower to Maximize Commissions

Keep these games in your tower to promote the following Scratch-offs:

- \$20 Money Bag Multiplier
- \$10 Go for the Green
- \$5 Wild Cherry
- \$2 Spooky Loot

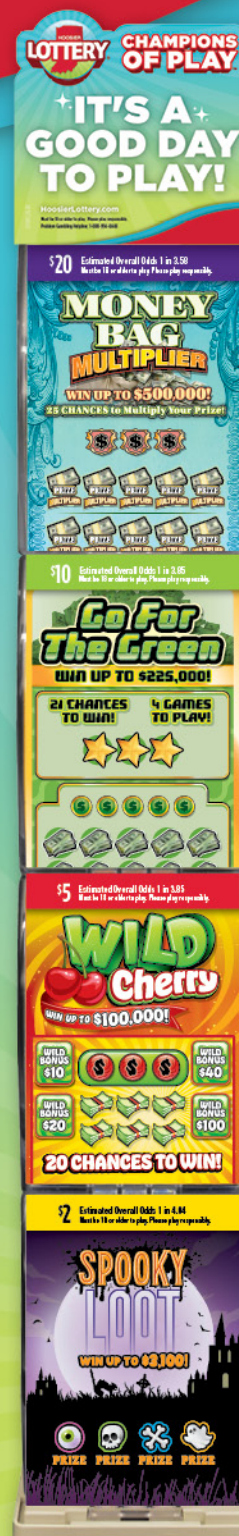
Place the tower, containing product, near the bin set in the transaction area, closest to the primary register to:

- Attract new players
- Encourage existing players to try new price points

For retailers that DO NOT double-face games:

Games carried in the feature tower should be allocated from the planogram

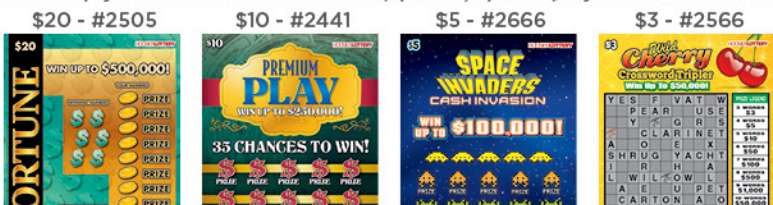
- For example: You have a 32-bin set on the front counter and a 4-bin feature tower. A 36-bin planogram should be followed.



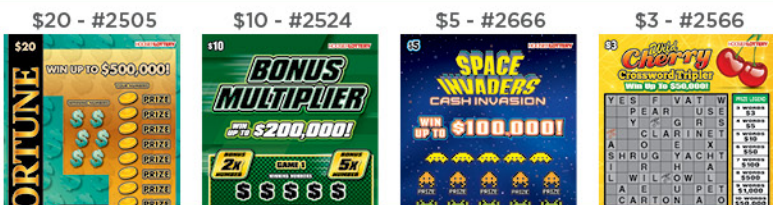
Scratch-offs to Pull October 6

Never leave bins empty. Please call 1-800-955-6886 (option 3, option 2) if you need more tickets.

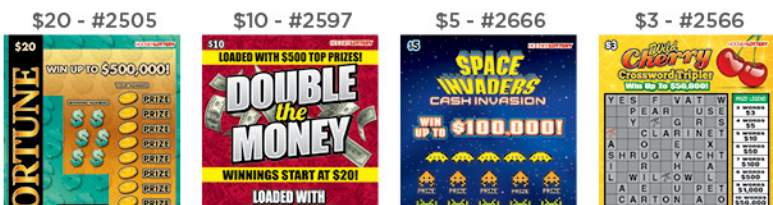
44
Bin Set



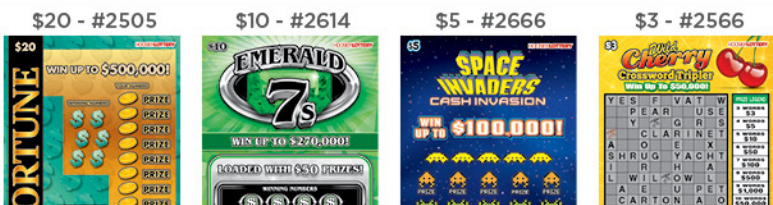
40
Bin Set



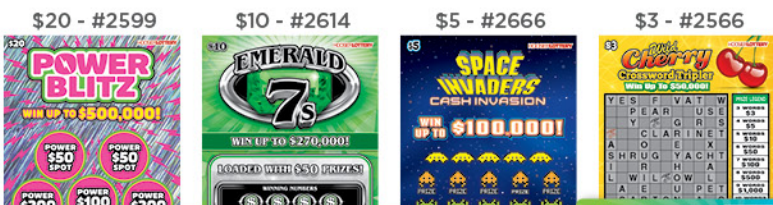
36
&
32
Bin Sets



28
Bin Set



24
Bin Set and
Self-Service
Machines



Customer Service Numbers

Hotline	1-800-955-6886
Ticket Orders	Option 3 - Option 2
Terminal Problems or Tech Support	Option 3 - Option 1 - Option 1
Gemini, ITVM, GT20, GT28	Option 3 - Option 1 - Option 2
Paper Stock	Option 3 - Option 1 - Option 2

Accounting	Option 3 - Option 5
Licensing	Option 3 - Option 4
Security	Option 3 - Option 7
Regional Offices	Option 3 - Option 3
Draw Game Validations	Option 3 - Option 6

Between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week.
Questions and Suggestions: info@HoosierLottery.com
Visit HoosierLottery.com for more information.



Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST ACTIVATION DATE	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2618	Some Like it Hot	\$1	9/25/2026	11/6/2026	5/5/2027
2586	Full of \$200s	\$2			
2616	Indiana POP	\$5			
2605	Blazing Hot Bonus	\$10			
2522	Colossal Cash	\$50	8/25/2026	10/6/2026	4/4/2027

- **Last Return Date:** Last day inventory of a closing game can be returned through the Lottery terminal for retailer credit
- **Last Date for Validations:** Final day for winners to claim a prize on a closed game (180 days after the last return date)

All inventory of games listed in the above table should be given to your LSR for return processing before the displayed Last Return Date.

- After the return date:
 - Affected games/packs are no longer eligible for return
 - Any confirmed packs remaining in your location will be charged during the next invoicing period

Do you have inventory that needs to be returned? Here's how to find out:

- On the lottery terminal, print a **Pack Status Report** for each affected game by following the below steps:
 - Select "Scratch Function"
 - Select "Inventory Report"
 - Select "Pack Status" and enter the game number
- Print the report, and locate any listed packs

Note: Set aside all packs listed on the Pack Status Report for your LSR to return on their next visit.

Customer Service & Player Support: 1-800-955-6886,
between 8:00 a.m. and 12:00 a.m. (midnight), seven days a week



ASK FOR THE SALE PROMOTION

October 19 - 30, 2026

From October 19 - 30, you are encouraged to ask every customer, 18 and older, to buy a Fast Play ticket to generate trial of Fast Play games.

What's In It For You?

- 1. Ask for The Sale Promotions are a best practice in the lottery industry to drive incremental sales**
- 2. Potential to grow your player base**
- 3. The chance for your Store Associates to win up to 50 \$1 Scratch-offs**

Look for these opportunities to responsibly upsell Lottery

- If a customer has some change after making a purchase, ask if they would like to buy lottery tickets.
- If you have just cashed a winning lottery ticket, always ask if they would like more tickets, rather than just handing them their winnings.

HOW TO SELL FAST PLAY

**PLAYS LIKE A SCRATCH-OFF
WITHOUT THE SCRATCHING!**

A variety of games starting at \$1

Fast Play can be a consistent sales driver in your store, and a lot of fun for your customers to play. The instant win feature provides the excitement of a Scratch-off with fun play options for your customers. And there is no incremental inventory.

Implement the strategies and best practices below to increase your Fast Play sales and maximize your commissions today!

Strategies to Drive Fast Play Sales:

- Press the Fast Play "Display to Player" button to:
 - Help players make game choices
 - Promote games to customers during long checkout lines
- Pick a Fast Play game that's easy to understand and quickly explained to new players
- Suggest one of the three games in the new Ultimate Jackpot family for players to take their shot at a growing jackpot.

Sales Best Practices:

- Ask for the sale!
- Reference Marketing materials to help showcase Fast Play offerings
- Ensure all Store Associates know how to operate the Lottery terminal and the "Display to Player" screen, the benefits of Fast Play, and how to generate tickets

Retailer Success: Marathon Junction

A Model Hoosier Lottery Partner



Owner, Gurvinder Singh and "Lottery guru of the store", Christina

Located at the busy crossroads of Interstate 70 and U.S. 41 in Terre Haute, Marathon Junction has established itself as one of the premier Hoosier Lottery retail partners in Indiana. The store serves thousands of travelers, commuters, and local residents, creating an ideal environment for Lottery sales and customer engagement. Its high-traffic location has made it a destination stop, helping the retailer consistently deliver strong Lottery performance.

A key factor in the retailer's success is its commitment to excellence in Lottery operations. The store team is known for promptly launching new games and maintaining attractive, fully stocked Lottery displays. As sales increased, management made the strategic decision to replace a Gemini unit with a GT28 Self-Service machine, demonstrating a willingness to invest in equipment and merchandising that supports growth. This attention to detail has helped create a first-class Lottery experience for customers.

The retailer's partnership with the Hoosier Lottery extends beyond daily sales. The location has hosted numerous promotional wheel-spin events, bringing excitement and engagement directly to players. These events have strengthened customer relationships while increasing awareness of Lottery products and promotions. The store's dedication to supporting marketing initiatives highlights its role as a valuable and trusted partner.

Behind the success of Marathon Junction is an ownership group focused on growth and innovation. The owner currently operates 11 stores and continues to expand through both new construction and renovations of existing locations. Their investment in modern facilities, combined with a strong commitment to Lottery execution, has made Marathon Junction a model retailer and a shining example of what a successful Hoosier Lottery partnership can achieve.



To learn more about Hoosier Lottery best practices as a path to sales growth, contact your LSR today!

Ideal Scratch-off Display Positioning Can Benefit You

Scratch-off display positioning in stores is important because it can increase sales, brand recognition, and customer engagement. When the display is placed strategically, it can be more visible to customers, which can lead to impulse Scratch-off purchases and increased sales.

The Scratch-off display must be placed in the transaction area next to the most used register. When located in this “first” or “best” position, customers are more likely to see our product, prompting them to make a purchase they may not have initially considered.

As stated in the Hoosier Lottery Retailer Policy Manual, page 3:

B. SCRATCH-OFF GAMES

2) Selling Scratch-off Game Tickets

- a. Retailers shall stock and maintain an adequate Scratch-off inventory in Lottery provided or approved Ticket dispensers, which shall be displayed near a cash register, customer service desk, or other final point of purchase at Retailer's sales location.

Maximize Your Quarterly Incentive Earning Potential

Each quarter, retailers can earn money through the Hoosier Lottery Quarterly Incentive Program. There are four requirements that must be met to receive payment:

1. Minimum average weekly volume of \$1,000
2. Minimum of 24 bins carried in your primary display
3. Promotional Tower Placement (with separation from the main display)
4. Display in “first” or “best” position



When you improve in any of these four categories, your quarterly payout could increase, per the percentages listed in the grid below.

- If your Scratch-off dispensers are in the “first” or “best” position, you have met that criterion for all four payout levels
- Conversely, if your display is not in the best position, you will not qualify for a quarterly bonus

Scratch-off Requirements	 SAPPHIRE	 RUBY	 DIAMOND	 DIAMOND +PLUS*
Minimum average weekly volume	\$1,000	\$2,500	\$5,000	\$7,500
Minimum planogram set size Scratch-off games in main counter display	24	28	36	44
Display located in the first (best) position next to the primary point of purchase	Required	Required	Required	Required
4-bin Feature Tower with product separated from main counter display	Not Required	Required	Required	Required
% of payout for validation-based sales	0.25%	0.50%	0.75%	0.25%
Sales Goal Achieved	Required	Required	Required	Not Required
Self-Service Placement	Not Required	Not Required	Not Required	Required
Potential incentive dollars if all requirements are met	\$	\$	\$	\$

*Diamond +Plus retailers: If you meet your Scratch-off sales goal, you will receive both the Diamond and Diamond +Plus payouts (.75% + .25%)



Benefits of the Lottery Category

Did you know that 95% of lottery customers buy at least one extra item inside a convenience store when making their purchase?

- The overall basket ring (not including gas) by Lottery customers averages \$25.60
- Those not buying lottery spend \$20.00

Lottery drives additional sales in your store. First placement is essential to maximize impulse purchase potential.



Jackpot Draw Game • \$1 Million Starting Jackpot

EXTEND YOUR PLAY by entering tickets at PowerballOfficial.com or the **Powerball Xs & Os app** for a chance to win a trip to Super Bowl LXI and other prizes!

PROMOTIONAL PRIZES

- Players can enter winning and non-winning Powerball Xs & Os tickets, within 90 days of the draw, for a chance to win additional prizes.
- Win prizes including gift cards, merchandise & NFL trips
- Promotional drawings will be weekly, but not all prizes are available every week
- First promotional drawing October 5, 2026

PLAYERS MUST ENTER WINNING TICKETS INTO THE PROMOTION BEFORE CASHING!

Earn Entries

- Five entries for every \$5 ticket purchased
- Players can allocate entries towards desired drawing
- Entries can be reallocated before drawings
- Tickets must be entered within 90 days of the draw

SELL A TICKET TODAY!

× **DRAWS EVERY SUNDAY** ×

LEARN THE PLAY



Visit our how to play page: HoosierLottery.com/PowerballXsOs

What Players Can Win

- \$75-\$500 NFL.com gift cards
- \$500 NFL Streaming package
- \$500 Cash
- Game Tickets
- Playoff Tickets
- Draft Trip Package
- Super Bowl Trip Package



TWO WAYS TO ENTER TICKETS:

Enter tickets at PowerballOfficial.com or **Via the Powerball Xs & Os app** for a chance to win a Super Bowl LXI trip. (App goes live in October)

Utilizing the Detailed Inventory Report

Are you aware the Detailed Inventory Report provides you with on-hand Scratch-off inventory and also checks to see if a Scratch-off order is on the way? This report can be printed on the Hoosier Lottery terminal at any time and provides you with real time updates.

Reviewing the Detailed Inventory Report and understanding where your Scratch-offs are – prior to calling the ITS Department - can save you time.

There are three helpful columns:

- **ISS (Issued):** An order has been placed and should be delivered within two business days, or an order has been delivered but not yet confirmed on the terminal
 - If the order has been received it will continue to display ISS until the order is confirmed
- **CON (Confirmed):** Receipt has been verified and the pack has been confirmed. Tickets should be in your backstock
- **ACT (Activated):** The pack is active and should be out for sale

1.) Select **Scratch Functions** in the lower left corner



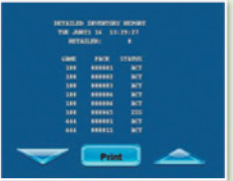
2.) Select **Inventory Reports** in the lower right corner



3.) Select **Detailed Inventory** in the upper right corner



• **Detailed Inventory Report**



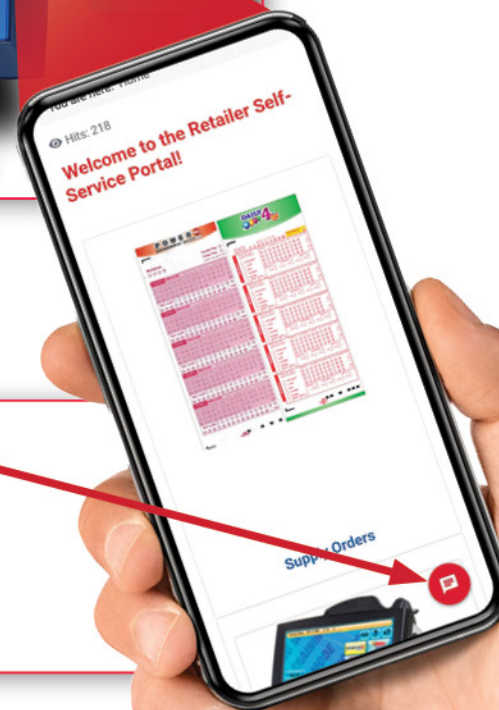
• **Printed Detailed Inventory Report (Includes pack numbers)**



Ordering terminal paper and play slips just got easier!



Click HERE
then follow
the prompts



Don't forget to click
the "Submit" button
to complete your order!

Submit

Don't Get Tricked by These Common Gambling Myths

As a retailer, you may occasionally hear players talk about their "lucky" store, lucky numbers, or strategies for improving their chances of winning. While these beliefs are common, they are often based on misconceptions rather than facts. Helping players understand the realities of lottery games helps support informed decision-making and promotes Positive Play.

Myth #1: "This store is luckier than the others."

Fact: No retailer can improve your odds of winning. For draw games, ticket location has no impact on the chance of winning. For Scratch-offs, high volume retailers may sell more winning tickets simply because they sell more tickets. However, every individual Scratch-off still has the same overall odds of winning regardless of where it is purchased.

Myth #2: "The jackpot is really high, so my odds are better."

Fact: A larger jackpot may be exciting, but it does not improve the odds of winning or make the odds worse. Lottery odds are predetermined, based on the number of possible combinations, and they remain the same regardless of the prize amount.

Myth #3: "If I buy more tickets, I'm guaranteed a better chance."

Fact: Overall odds refer to players' chances of winning on each ticket. Purchasing additional tickets provides additional entries, but it does not change the overall odds or the likelihood of players winning on each ticket. Players should always play within their entertainment budget and understand that every ticket is still a game of chance.

Myth #4: "Those numbers haven't come up in a while, they're due."

Fact: This is known as the Gambler's Fallacy. Lottery drawings are random, and past results have no influence on future outcomes. Every drawing starts new, regardless of what happened previously.

If players have questions about lottery odds, common gambling myths, or our Positive Play program, please direct them to the Keep Play Positive flyer available in all Play Centers. The flyer provides odds information, debunks common misconceptions, and provides information about Positive Play tools and support resources. Thank you for helping Hoosier Lottery promote informed play and a positive player experience.

If you have Responsible Gaming questions, please reach out to socialresponsibility@hoosierlottery.com

EXCLUSIVE



PROMOTIONS

Players can join myLOTTERY for FREE to get access to VIP experiences, FREE digital games, 2nd Chance promotions and so much more!

Encourage players to create an account and join today for FREE at HoosierLottery.com/myLOTTERY



SPACE INVADERS™ 2nd Chance

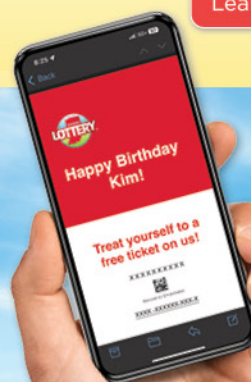
Level up the play with the 2nd Chance promotion for a chance to win a full-sized arcade machine. Encourage players to enter non-winning SPACE INVADERS™ Scratch-off and Fast Play tickets for a chance to win at HoosierLottery.com/SpaceInvaders. Enter by: October 13, 2026



Colts Game Changer Giveaway

myLOTTERY members can enter for a chance to win 2027-2028 Colts Club Season Tickets and up to \$100,000, 2027-2028 Colts Club Season Tickets, and more! Encourage players to enter for FREE at HoosierLottery.com/Colts. Promotion ends: October 20, 2026

Learn more at HoosierLottery.com/myLOTTERY



Does your customer have a Hoosier Lottery coupon?

First, determine what kind of game the coupon is for.

Then learn how to redeem Scratch-off, Fast Play and Draw game coupons at: HoosierLottery.com/RedeemingCoupons

Promotion odds are dependent upon the number of entries received.

	Radio	Social Media	Outdoor	TV
Fast Play - Ultimate Jackpot	✓	✓	✓	✓

October Point of Sale

Scratch-offs

- ☐ Ticket Inserts
- ☐ Dispenser Bridge Topper Large
- ☐ Dispenser Bridge Topper Small
- ☐ Change Mat
- ☐ GEMINI Surround

Space Invaders™

- ☐ Bin Decal

Champions of Play

- ☐ Change Mat
- ☐ Play Center Insert
- ☐ Play Center Footer
- ☐ ITVM/On-Counter Merchandiser Header
- ☐ ITVM Merchandiser Right Panel
- ☐ Poster

Fast Play - Ultimate Jackpot

- ☐ Double-side Info Cards
- ☐ GT20 Front Topper
- ☐ Fountain Mat*
- ☐ ITVM Topper
- ☐ Change Mat
- ☐ Entry Door Decal
- ☐ Lighted Bread Box Sign

Powerball Xs & Os

- ☐ Terminal Reference Card
- ☐ Draw Schedule

Use this checklist to ensure that you have the correct pieces on display. Questions? Please contact your LSR.
*Select retailers only. While supplies last.

October 2026 24 and 28 Bin/Self-Service POG

The Hoosier Lottery requires all retailers who have a Self-Service machine to follow the 24 and 28 bin planograms. Self-Service equipment is a premium asset in high demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

The 24 and 28 bin planograms below can be torn out and posted inside the Self-Service machines as a convenient reference.

Always adhere to the Scratch-off loading guidelines below, and do not load more than the recommended number of packs per price point.

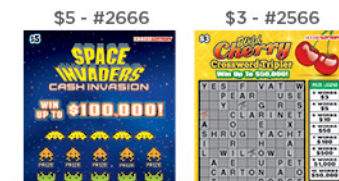
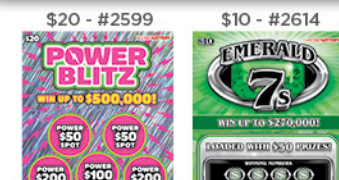
24 Bin Set

1 \$500 GRAND # 2617	2 LUXE MILLIONS # 2576	3 \$2,000,000 ULTIMATE # 2575	4 SIZZLIN' 7s # 2610
5 \$10,000 LOADED! # 2453	6 MONEY BAG MULTIPLE # 2631	7 SUPER CASH BLOWOUT # 2585	8 DIAMOND 7s # 2615
9 HIGH ROLLER # 2637	10 PLUS THE MONEY # 2625	11 \$5,000 ENERGY MULTIPLE # 2620	12 INDIANA CASH BLOWOUT # 2568
13 INDIANA SIGNS # 2636	14 Go For The Green # 2630	15 Aces & 8s # 2622	16 \$100,000 GOLDBAR # 2629
17 WILD Cherry # 2634	18 \$200,000 \$500 \$1000 # 2635	19 \$999,999 # 2542	20 CASH SURGE # 2623
21 FROSTY FUN CRASSWORD # 2638	22 MEGA MONEY # 2626	23 SPOOKY 1000000 # 2633	24 RAKE IT IN! # 2632

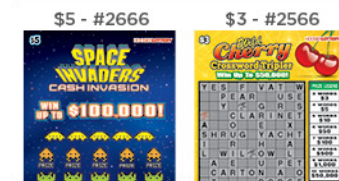
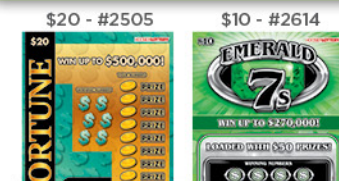
28 Bin Set

1 \$500 GRAND # 2617	2 LUXE MILLIONS # 2576	3 \$2,000,000 ULTIMATE # 2575	4 MULTIPLIER MANIA # 2608
5 SIZZLIN' 7s # 2610	6 DIAMOND 7s # 2615	7 SUPER CASH BLOWOUT # 2585	8 POWER BLITZ # 2599
9 \$10,000 LOADED! # 2453	10 THE MONEY # 2573	11 MONEY BAG MULTIPLE # 2631	12 HIGH ROLLER # 2637
13 PLUS THE MONEY # 2625	14 Crazy 10x # 2459	15 Go For The Green # 2630	16 INDIANA CASH BLOWOUT # 2568
17 \$5,000 ENERGY MULTIPLE # 2620	18 INDIANA SIGNS # 2636	19 Aces & 8s # 2622	20 \$999,999 # 2542
21 WILD Cherry # 2634	22 \$200,000 \$500 \$1000 # 2635	23 \$100,000 GOLDBAR # 2629	24 CASH SURGE # 2623
25 FROSTY FUN CRASSWORD # 2638	26 MEGA MONEY # 2626	27 SPOOKY 1000000 # 2633	28 RAKE IT IN! # 2632

Scratch-offs to pull from your 24 Bin Self-Service Machines October 6



Scratch-offs to pull from your 28 Bin Self-Service Machines October 6



Follow the Hoosier Lottery on LinkedIn

[linkedin.com/company/hoosier-lottery](https://www.linkedin.com/company/hoosier-lottery)



DRAW SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Nightly Draws							
Multiple Daily Draws							

Overall Odds: Powerball® 1 in 25 • Double Play® 1 in 25 • Powerball Xs & Os™ 1 in 122 • Mega Millions® 1 in 23.07 • Hoosier Lotto® 1 in 6 • PLUS 1 in 6 • CASH 5 1 in 11 • EZmatch 1 in 5.1 • Millionaire for Life™ 1 in 8.47 • Quick Draw 1 in 5.1 • BULLSEYE 1 in 8
 Cash POP™, Daily 3, Daily 4 and SUPERBALL odds vary by player selection. Cash POP is a trademark of Brightstar Global Solutions Corporation.