



October 2021

Retailer Playbook

Volume 9 • Issue 10

NEW GAMES!

WIN UP TO \$100,000!

PLAY TODAY!



ON SALE OCT 5

1-800-994-8448
PROBLEM GAMBLING
HELPING
PLAY RESPONSIBLY

Estimated Overall Odds: \$1 \$100 Explosion 1 in 4.73 • \$3 Candy Cane Crossword 1 in 3.95
\$5 Double the Money 1 in 4.57 • \$10 Festive \$500s 1 in 3.70

05501.21

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

\$10 Festive \$500s #2433

- Estimated Overall Odds: 1 in 3.70
- Win up to \$500!
- Win 5 times the prize
- 3 \$50 Bonus Spots
- 28 chances to win
- Ticket length: 10"
- Pack size: 50



\$5 Double the Money #2432

- Estimated Overall Odds: 1 in 4.57
- Win up to \$100,000!
- Winnings start at \$10
- Loaded with doubled prizes!
- Win double your prize
- Ticket length: 8"
- Pack size: 100

\$3 Candy Cane Crossword #2431

- Estimated Overall Odds: 1 in 3.95
- Win up to \$30,000!
- Win triple your prize!
- Ticket length: 6"
- Pack size: 100

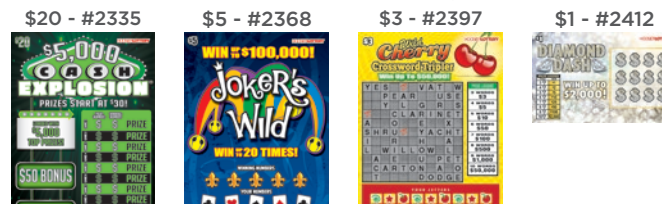


\$1 \$100 Explosion #2430

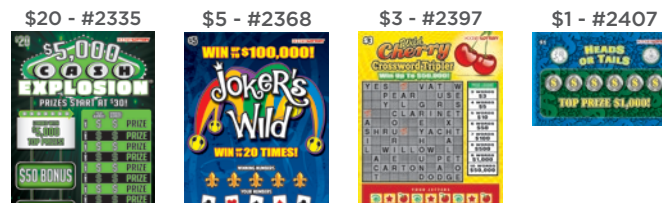
- Estimated Overall Odds: 1 in 4.73
- Loaded with \$100 top prizes!
- Win instantly with a "STAR" symbol
- 5 chances to win
- Ticket length: 2.5"
- Pack size: 200



44
Bin Set



40
Bin Set



36
Bin Set



32 & 28
Bin Sets



24
Bin Set,
Self Service
Machines



Your Support Team

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

Instant Ticket Service (ITS) for pack status, ticket delivery, ordering tickets:
1-800-955-6886 (option 3, option 2)

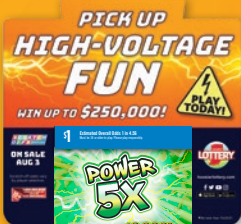
Questions and Suggestions: info@hoosierlottery.com

Stolen tickets/Security issues?

Call the Hoosier Lottery Security Hotline at: 1-800-695-6886, available 24 hours every day.

Visit www.hoosierlottery.com for more information.

OCTOBER PROMOTIONAL TOWER



Utilize a Promotional Tower to Maximize Commissions

Maintain the games currently in your tower to promote the Power Family of Scratch-offs:

- \$1 Power 5X
- \$2 Power 10X
- \$5 Power 20X
- \$10 Power 50X

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



Ways to Play Positively

We want all our players to enjoy Positive Play experiences. As our retail partners, you play a critical role engaging with players. The more you know about Positive Play, the more these important messages can be a part of your daily interactions.

Positive Play means enjoying the fun and entertainment of our games, understand the odds, and setting time and money limits. Want to learn more? Visit HoosierLottery.com/positiveplay to check out our Positive Play tools and resources.

Understanding Odds

Each Hoosier Lottery game has pre-determined odds and a set number of prizes available. When playing the Lottery, odds refer to the probability of winning a prize.



The Hoosier Lottery calculates the overall odds for any Scratch-off by dividing the total tickets printed by the total number of winning tickets in the game. Draw Game odds are based on winning combinations. They are calculated by dividing the total possible combinations of numbers by the number of possible winning combinations.

Remember: Strategy and skill have no outcome on odds, nor do the number of tickets a player may purchase. Odds are calculated for a single ticket, so purchasing more tickets does not change the game's odds.

**Understand the Odds.
Keep Play Positive!**
Learn more at Hoosierlottery.com/positiveplay

DID YOU KNOW?



PLAYERS CAN ADD DOUBLE PLAY® FOR AN ADDITIONAL \$1 PER PLAY TO THEIR POWERBALL® TICKET FOR A CHANCE TO WIN UP TO \$10,000,000!

PLAYERS CAN ADD BOTH DOUBLE PLAY AND POWER PLAY TO THEIR POWERBALL TICKET.

WHEN PLAYERS ARE PURCHASING THEIR POWERBALL TICKET, ASK IF THEY WOULD LIKE TO ADD DOUBLE PLAY!



Overall Odds: Powerball® 1 in 25 • Double Play® 1 in 25

Remind Your Players to Enter!

October 2021

24 Bin/Self-Service POG

Enter any eligible, non-winning ticket into the myLOTTERY 2nd Chance promotion on the Hoosier Lottery app or hoosierlottery.com

Upcoming drawing details are listed below. For complete promotion details, please visit hoosierlottery.com/my2ndchance



GOLDEN TICKET EVERLASTING MILLION 2nd Chance Promotion		
7 Winners	Entry Deadline	Drawing Date
Everlasting Million Challenge™ Trip Prize. Retail Value: \$7,500	Monday, April 4, 2022	Wednesday, April 6, 2022

Second chance prize includes:

- Airfare for two (2) to Las Vegas
- Three (3) night hotel room stay
 - \$1,000 spending money
- Admission to the Challenge event where the prize winner will participate in the Challenge to win a cash prize from \$1,000 up to \$1,000,000 per year for life.

Don't miss your chance to win up to \$1,000.

Play the Tower of Power digital game with any non-winning Power Scratch-off. Multiply your 2nd Chance entries up to 5X just by playing!

Deadline Approaching!

TOWER OF POWER 2nd Chance Promotion			
20 Winners		Entry Deadline	Drawing Date
\$1 Power 5X	5 Winners of \$100	Monday, November 1, 2021	Wednesday, November 3, 2021
\$2 Power 10X	5 Winners of \$200		
\$5 Power 20X	5 Winners of \$500		
\$10 Power 50X	5 Winners of \$1,000		

Enter non-winning Power Scratch-offs into the Tower of Power 2nd Chance promotion. Play to multiply your entries up to 5X!

The Hoosier Lottery requires all retailers who have a Self-Service vending machine to follow the 24-bin planogram in their ITVM and/or Gemini.

To aid in this request, the below 24-bin planogram can be torn out and posted inside the vending machine as a convenient reference.

Self-Service equipment is a premium asset and in high retailer demand. Sales performance and planogram compliance are necessary to maximize revenue and maintain placement.

If you have any questions about the games you should be carrying, please contact your LSR today.

	1		2		3		4
	5		6		7		8
	9		10		11		12
	13		14		15		16
	17		18		19		20
	21		22		23		24

October Point of Sale

Scratch-offs

- Ticket Inserts
- ITVM Merchandiser Right Panel
- Play Center Insert
- Dispenser Bridge Toppers
- ITVM Topper

myLOTTERY/Digital

- Play Center Insert

Powerball® Enhancement

- Play Center Footer
- GEMINI Button Frame
- Terminal Reference Card
- How to Play tear pad
- ITVM/On-Counter Merchandiser Header
- Fountain Mat*
- GEMINI Side Panel
- Wobbler

Fast Play

- Change Mat
- Play Center Side Panel
- Double-side Info Card
- ESMM Pulley
- Vending Card
- Lighted Bread Box Sign*

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

Scratch-offs to pull from your Self-Service Machines October 5



Hoosier Lottery Draw Game Adjustment Request Policy

As a reminder, it is the Hoosier Lottery's Policy to not credit retailers for Draw Game tickets deemed saleable. Because most Draw Games are non-cancellable, below are steps to minimize the printing of unwanted tickets.

- Verify the cost of the wager with the player before creating the ticket
- Ask for payment prior to selecting YES on the confirmation screen
- Change printer paper before the roll runs out
- Ensure all sales associates know how to operate the terminal (create, cancel tickets)

Steps To Follow For Credit To Be Considered:

- Reprint the last transaction
- Print the Last 50 Transaction report
- Save the above reports and the ticket for your LSR to pick-up and turn into the Lottery for review

Include as much information as possible to aid in the Lottery's research and decision-making process regarding whether a credit will be given.

Credit is never guaranteed.

Staff Training

Do you have new staff members or current employees who might be looking to better their skills in Lottery operations? If so, contact your Lottery Sales Representative to set-up an in-store training session with a Lottery Trainer.

Also, check-out the Draw Game "How To Play" videos at hoosierlottery.com and youtube.com/thehoosierlottery. Videos are available for all the Draw Games, including our most recent release, Powerball with Double Play®.

How To Load Paper Into The Lottery Printer



1. Press silver button on top left to open printer cover and remove empty roll core
2. Remove black plastic wrap from a new roll of ticket stock and tear off sticker holding start of the roll
 - a. Ticket stock is assigned by retailer number and each roll in your possession has been assigned to your store. Ticket stock cannot be shared between stores
3. Position roll in printer, coming from the bottom facing you, setting new paper roll in cradle
4. Pull some paper over front of printer and close cover
 - a. Do not load paper under bar on inside of printer, as this will cause paper jams
5. Blow out dust from printer with compressed air between rolls to keep cutter sharp and functioning well

Prefer video assistance?

1. Press "question mark" in upper corner of terminal screen
2. Press "Video Help"
3. Press "Printer"
4. Press "Load Paper" and a brief video will display showing the steps above