



November 2024

# Retailer Playbook

Volume 12 • Issue 11

SPREAD  
MAXIMUM  
CHEER  
THIS YEAR



Fast Play

See back cover for new games!

AVAILABLE NOV 5

Estimated Overall Odds:  
\$1 Peppermint Payout 1 in 4.64 • \$2 ELF 1 in 4.17  
\$5 Merry Multiplier 1 in 3.59 • Fast Play odds vary by player selection.  
ELF and all related characters and elements © & ™ New Line Productions, Inc.

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18+ TO PLAY

PLEASE  
**GIFT**  
RESPONSIBLY  
1-800-994-8448  
PROBLEM GAMBLING  
HELPLINE



Launching November 5

**\$5 Merry Multiplier #2561**

- Estimated Overall Odds: 1 in 3.59
- Win up to \$70,000!
- Win up to 10X your prize
- 3 scenes to play
- Enter non-winning tickets into the Holiday 2nd Chance promotion
- Ticket length: 8"
- Pack size: 100



**HOLIDAY SECOND CHANCE!**



**\$2 ELF #2560**

- Estimated Overall Odds: 1 in 4.17
- Win up to \$10,000!
- Win 5X your prize
- Enter non-winning tickets into the Holiday 2nd Chance promotion
- **Ticket length: 5"**
- Pack size: 100

**HOLIDAY SECOND CHANCE!**

**\$1 Peppermint Payout #2559**

- Estimated Overall Odds: 1 in 4.64
- Win up to \$1,000!
- Win 2X your prize
- Win \$10 instantly in the Bonus Spot
- Enter non-winning tickets into the Holiday 2nd chance promotion
- **Ticket length: 3"**
- Pack size: 200



**HOLIDAY SECOND CHANCE!**

**NOVEMBER 4 BIN FEATURE TOWER**

**Use a Feature Tower to Maximize Commissions**

Change out the games in your tower to promote the following Scratch-offs:

- \$10 Holiday Cash Blowout
- \$5 Merry Multiplier
- \$2 ELF
- \$1 Peppermint Payout

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.





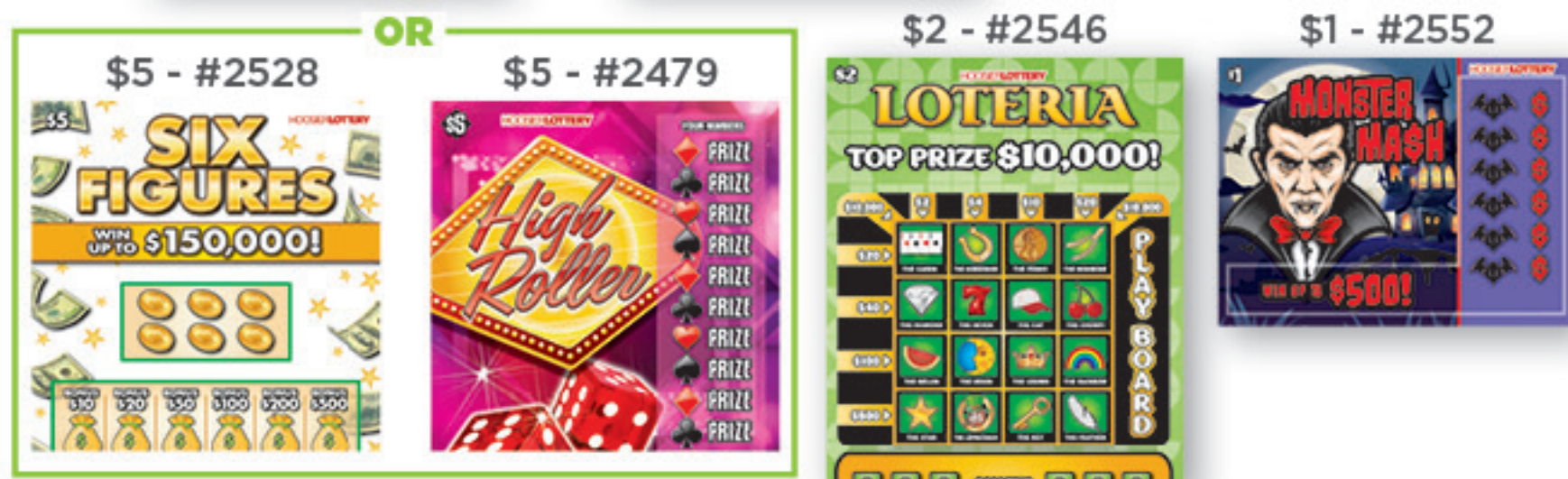
# Scratch-offs to Pull November 5

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

**40  
&  
44**  
Bin Sets



**36**  
Bin Set



**32**  
Bin Set



**28 & 24**  
Bin Sets and  
Self-Service  
Machines



## Scratch-off Games Closing Notice

GAME NUMBER	GAME NAME	PRICE POINT	LAST ACTIVATION DATE	LAST RETURN DATE	LAST DATE FOR VALIDATIONS
2536	Hot \$100s	\$1	11/1/2024	12/13/2024	6/11/2025
2539	Team USA	\$2			
2549	JAWS	\$2			

- **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 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](mailto:info@HoosierLottery.com)  
 Visit [HoosierLottery.com](http://HoosierLottery.com) for more information.

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





# Hoosier Lottery Retailer **Valley Mills Shell**

Indianapolis, Indiana

How long have you been a lottery retailer?

“ **35 years! We’ve been selling lottery since the start up in 1989 which was at our original location in the strip mall. Our new location was built in 1995, and our license was transferred to the new address to continue selling lottery.** ”

What do you love most about your store?

“ **The customers and employees are what we love most.** ”

What is your favorite part about selling Hoosier Lottery tickets?

“ **The excitement and selling winning tickets to players!** ”

What do you love most about Indiana?

“ **We love the changing of the seasons. Fall is our favorite part about living in Indiana!** ”



*Pictured (Left to Right): Jessica (Clerk), Doug (Manager), & Jessica (Clerk)*



*Originally, the store was in the strip mall*



# Keep Self-Service Vending Machines Full and Available this Holiday Season

**It's that time of year when shoppers are looking for entertaining gift ideas for family and friends aged 18+.**

**Scratch-offs are popular gifts, so make sure to keep Self-Service machines fully stocked during the holiday season.**



## **Self-Service Scratch-off Sales Expectations**

Self-Service machines produced \$43 million in sales last November and December comprised of \$39 million from Scratch-off and \$4 million from Draw game sales. We are projected to perform at similar levels this year.

## **Maximizing Self-Service Machine Inventory Levels**

Understanding your Gemini's rate of sale compared to the previous month's sales will help determine the correct amount of packs to load and/or tape together to meet your sales demands.

- To retrieve this information on the Gemini go to: Reports/Sales Report/Last Month's Sales

You can expect high rates of sale on holiday-themed tickets during the gift-giving season. Tape packs together to reduce loading time and ensure your best-selling games are in stock.

- If you need training on how to tape packs together, or pull and/or read reports, contact your Lottery Sales Rep ASAP to set up a training session.

**Never leave empty bins in your Self-Service machine. If you do not have a game in stock, fill the empty bin by double-facing the next best-selling game at the same price point until your Scratch-off order arrives.**



# Importance of Activating Scratch-offs

**Activating Scratch-offs is important for your customers' experience! Prizes can only be paid if the pack of Scratch-offs has been activated.**

If a pack of Scratch-offs is not activated, validations cannot occur which can be frustrating to your customers. Training staff on proper pack activation will help keep customers satisfied and coming back to your location.

Retain the activation slip from each pack that has been placed in the bin and track the number of tickets in each dispenser. This best practice is also helpful for maintaining records in the event of theft. Your LSR can provide additional information if you would like to learn more.

The holiday season is a popular time for people to gift Scratch-offs with friends and family, and the request to purchase full packs may occur frequently. Remember, full packs you are preparing to sell **MUST BE ACTIVATED FIRST!** Prizes cannot be paid if the pack hasn't been properly activated.

## The importance of activating Scratch-offs on new game launch day.

Players are excited the first Tuesday of every month to visit their favorite Hoosier Lottery retailers and purchase the new Scratch-offs.

Having the new Scratch-offs available on launch day can generate repeat sales from regular players as well as sales from new players.



# Do I have a Scratch-off Order on the Way?

Check if Scratch-offs are on order by following the steps outlined below on the terminal.

Here are a few abbreviations that may be helpful to determine your inventory levels:

- **ISS (issued)** - The pack is en route to your location or has been delivered but needs to be confirmed on the terminal.
- **CON (confirmed)** - The pack has been confirmed. Ticket(s) should be in your back stock.
- **ACT (activated)** - The pack is active and out for sale.
  - May also mean the pack is sold-out but not yet settled.

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)**



This report will show Scratch-off packs in ISS (issued), CON (confirmed), or ACT (activated) status.

If you do not see Scratch-off(s) that are needed, please call 1-800-955-6886, option 3 then option 2 to place a ticket order to keep inventory from running low.



## Terminal Instruction for Scanning Coupons:



### Terminal instructions for redeeming coupons are different for **Scratch-off** and **Draw game** tickets.

When redeeming a coupon for a free **Scratch-off**, simply scan the barcode on the coupon and a Prize Payment receipt will print from the terminal. If you are unable to scan the barcode provided on the coupon, enter it manually by following the directions printed on the coupon.

**Terminal Instructions:**

1. Scan the barcode OR to manually enter the coupon, select [Scratch Functions], then select [Validate Ticket]. Enter the number printed above the barcode, then the number printed below the barcode and select [Send].
2. The terminal will automatically print a Prize Payment receipt valid for \$1 and issue a \$1 Scratch-off sale.
3. Present the customer with their free \$1 value of Scratch-off of their choice.
4. **Maintain or destroy coupon and Prize Payment receipt according to your store policy.**

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Must be 18 or older to play. Please play responsibly.  
Problem Gambling Helpline: 1-800-994-8448.

When redeeming a coupon for a free **Draw game** ticket, **FIRST** press the "Promo/Coupon" button on the terminal before scanning or entering the barcode manually on the coupon and the free ticket will print. If you are unable to scan the barcode provided on the coupon, manually enter the code by following the directions printed on the coupon.

**Terminal Instructions:**

1. Press [Promo/Coupon].
2. Scan the barcode OR manually enter the numbers printed below the barcode.
3. The terminal will automatically print the customer's \$4 Powerball® ticket and issue an immediate \$4 credit.
4. Coupon will be voided after use.
5. **Maintain or destroy coupon and Prize Payment receipt according to your store policy.**



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## Reminder: Terminal Paper Assigned to Your Retail Location

Terminal paper is assigned to a retailer location and tracked accordingly. It is imperative that each retailer use the paper provided to their location.

- Please make note of the retailer number in the upper right corner of the shipping label; in most instances, a store (big box or grocery) will have a different number from its fuel center, therefore making it inappropriate to move terminal paper between locations
- Do not accept terminal paper from another store, and do not provide terminal paper to another store, even within the same chain
  - Doing so may result in the inability for players to claim winnings

If you need additional terminal paper, please contact your LSR or Hoosier Lottery Customer Service at 800-955-6886.





Please contact your Hoosier Lottery Sales Representative if you need any lottery equipment/asset moved or relocated within your store, including:

- Bin Sets or Menu Boards
- Self-Service vending machines
- ESMM screens (monitors)
- Digital jackpot signs
- Promotional Towers
- Lottery Terminal



Our dedicated service team is trained to safely move the merchandising pieces listed above, avoiding harm to your store or injury to your employees. **We're here to help you!**



**The busy holiday season is upon us, bringing more gift-giving customers into your store and an opportunity to increase Sales and your earned commission.**

To ensure retailers have enough Scratch-off inventory to cover the anticipated holiday demand, we include extra packs of new games as part of game launch allocation as well as best sellers through your replenishments. This means there will be more holiday game inventory in your stores to meet the needs of your customers, drive sales and manage out of stocks.

During this season, the Instant Ticket Specialist (ITS) department will maintain replenishment orders and work to ensure that orders are created and available at retail, you may experience an increase in deliveries as they work ahead to cover holidays and days we will not deliver.

**No Delivery on These Dates**  
**Thanksgiving Day - Thursday, November 28**  
**Christmas Day - Wednesday, December 25**  
**New Year's Day - Wednesday, January 1**

If you find inventory running low due to high sales, check your terminal reports to see if an order is en route. If needed call the ITS department, they are available Monday through Friday 7:30AM to 5:00PM ET at (800) 955-6886. The ordering system is based on validations, often during the holiday season Scratch-offs are used for gift-giving and the validations do not occur until after the holiday. Please call ITS for large runs from individual packs or full packs to ensure you have the needed inventory for holiday sales.



# Problem Gambling?

As retailers, you are our players' primary point of contact when it comes to Lottery play. Because of this, you are also a great resource in helping to identify signs of problem gambling.

Some of these signs are:

- If a player asks for help or the Problem Gambling Helpline number
- If a player purchases tickets multiple times a day
- If a player seems to be preoccupied with gambling in a way that doesn't seem healthy
- If the player cannot control their emotions about a game, rules of the game, or gambling loss
- If you genuinely believe a player cannot afford the gambling purchases they are making

If a player is exhibiting some of these behaviors, you can press the Problem Gambling Helpline button on your terminal. The button is on the main screen of your terminal at the top of the screen. Once pressed, this button will print a slip containing the Problem Gambling Helpline contact information, which you can discreetly give to your customer.

Are you looking for more resources to help your customers keep play positive? Use the "Did You Know?" responsible gaming flyer located in the Play Center holder, or go to:

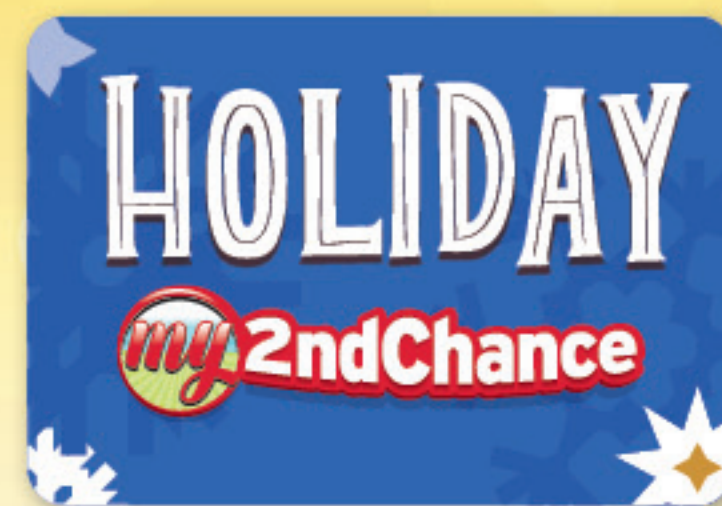
[hoosierlottery.com/positive-play](https://www.hoosierlottery.com/positive-play) for our complete library of Positive Play resources, or email our Corporate Social Responsibility team at [socialresponsibility@hoosierlottery.com](mailto:socialresponsibility@hoosierlottery.com)



## EXCLUSIVE **my**LOTTERY 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](https://www.HoosierLottery.com/myLOTTERY)**



### Holiday 2nd Chance

\$1 Peppermint Payout, \$2 ELF, \$3 Holiday Crossword Doubler, \$5 Merry Multiplier, and \$10 Holiday Cash Blowout non-winning Scratch-offs can be entered into the Holiday 2024 2nd Chance Promotion giving myLOTTERY members a chance to win up to \$10,000. Encourage players to enter their tickets at [HoosierLottery.com/Holiday](https://www.HoosierLottery.com/Holiday) Promotion period: 10/1/24 - 1/13/25



### Colts Game Changer Giveaway

myLOTTERY members can enter for a chance to win tickets to an Indianapolis Colts game and a chance for the Grand Prize of 2025-2026 Colts season tickets and a chance to win up to \$250,000! myLOTTERY members can enter for FREE at [HoosierLottery.com/Colts](https://www.HoosierLottery.com/Colts) Promotion period: 7/24/24 - 11/24/24



### Indiana Pacers Ultimate Fan Experience

myLOTTERY members can enter to win tickets to an Indiana Pacers game and the opportunity to win up to \$250,000 during an on-court promotion. Enter at [HoosierLottery.com/Pacers](https://www.HoosierLottery.com/Pacers) Promotion period: 10/8/24 - 12/8/24



Learn more at [HoosierLottery.com/Promotions](https://www.HoosierLottery.com/Promotions)



	TV	Radio	Digital	Social Media	Outdoor
<b>Holiday Scratch-offs</b>	✓	✓	✓	✓	✓

## November Point of Sale

### Holiday

- ESMM Slide
- ITVM Topper
- Play Center Footer
- Dispenser Bridge Toppers
- Change Mat
- Entry Door Decal\*
- Cooler Door Cling\*
- Fountain Mat\*
- Floor Talker\*
- Standee\*
- Poster\*
- ITVM/On-Counter Merchandiser
  - Header
- GEMINI Decal
- Glass Cling\*
- ESMM Topper
- Play Center Insert
- Cardvelope
- Lug-ons
- Lighted Tower Topper
- GEMINI Destination Side Panel



### Fast Play

- ITVM Merchandiser Right Panel
- Double-side Info Card
- ESMM Pulley
- Vending Card
- Wobbler
- Lighted Bread Box Sign
- GEMINI Destination Insert
- Play Center Side Panel

### myLOTTERY/Digital

- Play Center Insert

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

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

**The below 24-bin planogram can be torn out and posted inside the Self-Service machine 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.

COLOSSAL CASH # 2522	CASH EXTRAVAGANZA # 2510	MEGA MONEY # 2462	7 # 2476
ELECTRIC 7s # 2543	RED HOT MILLIONS # 2478	LADY LUCK # 2535	POWER 20s # 2514
EMERALD MINE # 2558	HOLIDAY CASH BLOWOUT # 2557	CHROME # 2509	DOUBLE SIDED DOLLARS # 2551
DOUBLE RED 77 # 2545	MONEY BAGS # 2561	PINK DIAMOND DOUBLER # 2550	CASH VAULT # 2556
JACKPOT POKER # 2544	MONEY BAGS # 2554	NEAR 9 # 2542	HOLIDAY CROSSWORD DOUBLER # 2555
SUPER 7s # 2553	NEW # 2560	NEW # 2559	MOOLA TRIPLE TRIPLER # 2538 / 2513

Scratch-off Loading Guidelines for Self-Service Machines

Scratch-off Price Point	Maximum Number of Packs	Maximum Number of Tickets
\$50	4	60
\$30	4	80
\$20	4	120
\$10	3	150
\$5	2	200
\$3	2	200
\$2	2	200
\$1	2	400
\$1 (thin pack)	3	600

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





**NEW!**

# Fast Play

**ALL GAMES  
AVAILABLE  
NOV 17**

## How to play:

### \$10 Holiday Riches

- Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number.

**Bonus Play:** Match all 3 BONUS SYMBOLS to symbols in the YOUR NUMBERS PLAY AREA, win \$50 instantly.

### \$5 Snowflake Cash

- Match the WINNING SYMBOLS to YOUR SNOWFLAKE SYMBOLS. Refer to the PRIZE LEGEND to determine prize won.
- Match a SNOWBALL BONUS symbol to any of the WINNING SYMBOLS, win \$20 instantly.

### \$2 Blizzard Blast Bingo

- Match the CALL NUMBERS to the numbers on CARD 1 and CARD 2.
- Complete a WINNING PATTERN, win the prize for that pattern!
- Snowflakes are free spaces.
- Only the highest prize may be won.
- Each CARD is played separately.

### \$1 Jumbo Bucks

- Match both STACK NUMBERS to the WINNING NUMBERS, win prize for that STACK.
- Each STACK is played separately



18+ TO PLAY

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RESPONSIBLY  
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PROBLEM GAMBLING  
HELPLINE

Overall Odds:  
\$10 Holiday Riches 1 in 3.30 • \$5 Snowflake Cash 1 in 3.51  
\$2 Blizzard Blast Bingo 1 in 3.16 • \$1 Jumbo Bucks 1 in 3.69