

# FEBRUARY MERCHANDISING PLAN

## Place:

- Ticket Checker Card
- Counter Scratch Display Sticker
- 4x4 Tickets (vending machine/ticket dispenser)

## Keep:

- Any WInTer pieces

See other side for more tips/ideas.

## PLAY CENTER

Update the Lottery Information board, if needed. Place the new games card on the ticket checker. Ensure the brochure/play slip holder is full.



Lottery Information Board



Ticket Checker

## TRANSACTION

Replace the Counter Scratch Display Sticker.



Counter Scratch Display Sticker



Sticker



Lottovision

## SHOPPING



Poster

## ENTRY



Entrance Decal



Jackpot Sign

## EXTERIOR

Contact your Lottery rep for exterior signage ideas.



## PROGRESSIVE PRINT-N-PLAY™ IS CHANGING TO FAST PLAY™!

The Minnesota Lottery is rebranding Progressive Print-N-Play to Fast Play. Fast Play will not only bring a new, modern look to this extended play category, but it will also provide some fun changes for your players to get excited about! Here's everything else you need to know about this change:

- ♦ Fast Play is tentatively scheduled to launch in the next several weeks at which point, Progressive Print-N-Play will end.
  - Additional details will be provided as the project progresses.
- ♦ Fast Play will still include the popular Bingo, Crossword, and Slots games, but with an exciting new look. A new game called, "X The Cash" is being added.
- ♦ **Progressive Jackpot:** The new starting progressive jackpot will be \$50,000 instead of \$5,000!
  - As it currently does, the progressive jackpot will continue to grow with each ticket sold.
- ♦ **Price Points:** There's a new cost per ticket/game. Four price points will be available: \$2, \$5, \$10, and \$20.

## FAST PLAY™

PRICE	% OF JACKPOTS	BINGO	CROSSWORD	SLOTS	X THE CASH
\$2	10%	Classic Bingo	Crossword	Jackpot Slots	5X The Cash
\$5	25%	Diamond Bingo	Bonus Crossword	Super Jackpot Slots	10X The Cash
\$10	50%	Wild Bingo	Jumbo Crossword	Mega Jackpot Slots	20X The Cash
\$20	100%	Lucky Symbol Bingo	Ultimate Crossword	Ultra Jackpot Slots	50X The Cash

- ♦ **Odds:** The overall odds of winning a prize vary based on the game/price point.
- ♦ **Vending:** Fast Play games can be purchased via the GT1200 terminal and the Touch Vending machines but will NOT be available for purchase on the Gemini Ultra vending machines.
- ♦ **Lottery Terminal:** Fast Play game categories will be located on the home screen of your lottery terminal:
  - Once a game category is selected, you will be able to select the desired price point and number of tickets needed. Individual tickets will print as they do today.
  - Just like the Progressive Print-N-Play games, Fast Play tickets cannot be canceled.

If you have any questions about the game change, please contact your Lottery sales rep or you can contact our customer service team at 651-635-8273. Keep an eye out for promotional items to support this rebranding in your March POP launch kit!

Must be 18+ to play.

